





# RETAIL DRUGGIST

Published by  
The Commercial Press, Limited

51 Wellington Street West  
Toronto

*The*  
*Canada*  
*to*

## AROMINTS

Peppermint  
Wintergreen  
Cinnamon  
Cloves  
Licorice



### The New Canadian Mint

**Aromints take up little room on your counter---and, they sell on sight**

THESE pure, handy pocket candies have a novel, tempting appearance that attracts attention at once. Customers find them irresistible. They simply can't help reaching out to take the appetizing package so tastefully displayed—and there's another nickle or more to ring up.

Fastidious persons prefer Aromints because they are sealed in aluminum wax—tight rolls—nothing harmful can get in. None of their spicy fragrance can get out.

Made from pure cane sugar flavored with fresh spices and pure extracts, Aromints satisfy the candy craving in a wholesome way.

Men, women and children are constant customers for Aromints all the year round. Appreciated after eating; mildly stimulating during games, enjoyable at any time, these dainty, aromatic discs of solid candy offer a unique enjoyment to the customer, and a good steady profit to the dealer.

#### Five Flavors, to Suit all Tastes

Aromints are packed in five popular flavors—peppermint, wintergreen, cinnamon, cloves, licorice and cough drop—and retail at five cents.

Make a prominent showing of Aromints and they will sell themselves, leaving you free to wait on your customers, other wants.

Canadian Distributors

The Aromint Mfg. Co., Limited  
Toronto, Ontario, Canada



5c

All Over  
World

**Made in Canada**





## "That's what I want"

Your customers expect genuine Aspirin—"Bayer Tablets of Aspirin." They know from tremendous advertising throughout the Dominion that there is only one genuine Aspirin—"Bayer," that tablets without the name "Bayer" are not Aspirin at all.

### Absolutely No German Interest

"Bayer Tablets of Aspirin" are the same world-famous Aspirin prescribed by physicians for nineteen years. But they are entirely Canadian—made in Canada by a Canadian Company, all rights being purchased from the United States Government.



### BIG ADVERTISING ALL SUMMER

Stock double quantity now—all three sizes. No chance to lose, because we will redeem "Bayer" packages for price paid any time you say. A "Bayer" display in window or on counter will pay bigger than any other effort you could make. Write for a "Bayer" display to-day. No charge.

THE BAYER COMPANY, Limited, 52 Sandwich Street, West, WINDSOR, ONT.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylicacid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

# The House for School Supplies



Bases Full

## School Opening

## New Scribblers and Exercise Books



Surprised

These illustrations show four of our new Three-Color Covers for Scribblers and Exercise Books.

### Genuine Sheepskin School Bags

Again on the market.

Also

### Waterproof Leatherette, Duck and Oilcloth

The good English lines again available.

### Maps and Globes

### OTHER LINES

### Camel's Hair Brushes

Made in Canada. Sizes 1 to 12.

### Canadian-made Lead Pencils

### Black-Board Brushes

Our own manufacture



Sympathy

### Set Squares, Protractors, and Mathematical Sets

### Harbutt's Plasticine

### Examination Pads

### Note Books, Etc., Etc.

## THE Copp-Clark Co. Limited

495-517 Wellington St. West

TORONTO



Cherry Ripe



## *The Largest Sale of any Medicine in the World*

### Your Customer Knows

Over half a century of steady publicity has given Beecham's Pills the prominent place in the family medicine chest in millions of homes. They give prompt relief from Constipation, Indigestion, Kidney and Liver Troubles; purify the blood, brighten the eye, and clear the complexion.

When your customer knows what she wants, it's easy for you—and you know that the quicker the turnover the larger the profits.

Beecham's Pills are a more interesting proposition for the dealer to-day than ever before! Do your part—look at your stock right now—be sure to carry a plentiful supply at all times.

Harold F. Ritchie & Co., Inc., *Sole Agents*, Toronto, Ont., Canada.

## BEECHAM'S PILLS

## *The Largest Advertised of any Medicine in the World*

## Good Equipment Increases Efficiency

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Any advertiser of store equipment will be glad to answer enquiries from dealers regarding his line, while the editor of *The RETAIL DRUGGIST* will, at any time, be glad to offer suggestions or supply information in regard to store equipment.

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Good equipment in the store works for larger sales and greater profit. It is going to play an important part in the successful conduct of business during the new era of activity we are now entering.

Every dealer should make a study at this time of his necessities in the way of store fixtures and business machinery. Our advertisements offer valuable suggestions in this connection, while every dealer should read the editorial department devoted to the subject.



Wholesaler's name  
and address  
Send me the following Diamond Dyes

FOR WOOL	FOR COTTON
..... Doz. Light Blue	..... Doz. Light Blue
..... " Dark Blue	..... " Dark Blue
..... " Navy Blue	..... " Navy Blue
..... " Brown	..... " Brown
..... " Seal Brown	..... " Seal Brown
..... " Green	..... " Green
..... " Dark Green	..... " Dark Green
..... " Pink	..... " Pink
..... " Cardinal Red	..... " Cardinal Red
..... " Turkey Red	..... " Turkey Red
..... " Garnet	..... " Garnet
..... " Black	..... " Black
..... " Purple	..... " Purple
..... " Yellow	..... " Yellow
..... " Orange	..... " Orange
..... " Gray	..... " Gray
..... Doz. Eosine for Red Ink	..... Doz. Slate for Black Ink

IN ALL..... DOZEN  
Price, \$1.13 per dozen. 1 gross \$13.56  
**AND ONE DOZEN FREE**

Retailer's name  
and address  
Slate below colors preferred on Free Dyes Offer  
**NAME FREE GOODS**  
**FOR WOOL** **FOR COTTON**

Wholesaler will send notice of this order to The Wells & Richardson Company, Limited, Montreal, P. Q.

Friend Druggist! Escape last season's nightmare by ordering, now, a double quantity of

## Diamond Dyes

April, May, June are the Diamond Dye months. Big advertising in your home papers means tremendous sales.

### \$9.84 Profit

Order 12 dozen Diamond Dyes from your wholesaler and get **1 dozen free**, netting you \$9.84 clean profit on an investment of \$13.56, or 72½% net profit.

### Order Today! Hurry!

Please use this Free Goods Order Blank and get that 12 dozen in your D. D. cabinet—then, and then only, are you sure of avoiding disappointed customers and lost profits.



Meet the Demand for

# HYGLO

## Manicure Preparations

The women of Canada who realize the necessity for perfect fingernails have come to know HYGLO as the most satisfactory means to that end. It is easy to use, does away with the use of harmful scissors and produces a lasting polish.

Such satisfaction means repeated orders, while our extensive and intelligent advertising campaign is daily bringing to dealers hundreds of new HYGLO users.

Study the following price list for the generous profits allowed dealers. You owe it to yourself to feature HYGLO:

Don't forget to ask about our complete line of rouges, face-powders, lip-sticks and mascarine.

	Wholesale per doz.	Retail at
501 HYGLO Nail Polish Powder (tubes) .....	\$3.00	\$ .35
502 HYGLO Nail Polish Cake (small) .....	3.00	.35
503 HYGLO Nail Polish Cake (large) .....	5.10	.65
504 HYGLO Cuticle Remover and Nail Bleach .....	3.00	.35
505 HYGLO Nail White in jar .....	3.00	.35
506 HYGLO Complete Manicure Outfit .....	12.00	1.50
507 HYGLO Nail Polish Paste (pink) .....	3.00	.35
508 HYGLO Handy Manicure Outfit (small size) .....	4.20	.50
560 HYGLO Mascarine .....	6.00	.75
511 HYGLO Compact Powder (flesh, white, Rachel), lavender striped box, mirror, lamb's wool puff .....	4.00	.50
512 HYGLO Compact Rouge (dark, medium, light), as above, lamb's wool puff .....	4.00	.50
513 HYGLO Metal Box Compact Powder, same colors as 511—Mirror, lamb's wool puff .....	4.00	.50
514 HYGLO Metal Box Compact Rouge, same colors as 512—Mirror, lamb's wool, puff .....	4.00	.50
516 HYGLO Combination Compact Rouge and Powder, lavender striped paper box, full mirror, lamb's wool puff, rouge in dark medium, light; powder in flesh, white, Rachel .....	8.00	1.00
536 HYGLO Lip Stick, metal slide, dark and medium shades .....	2.75	.35
537 HYGLO Lip Stick, paper tube, dark and medium shades .....	2.00	.25
559 HYGLO Eyebrow Pencils, metal slide, black, brown .....	2.00	.25

Minimum quantity for direct shipment—two gross.

Discount: 2 gross, 15 per cent.; 5 gross or more, 20 per cent.; 30 days net; 2 per cent., ten days.

Write to-day for full information

ADDRESS

**Harold F. Ritchie & Co.**  
LIMITED

Selling Agents

10 McCaul Street, Toronto, Can.

GRAF BROS., 119-125 W. 24th Street, New York City



## The New Way Interchangeable Store Equipment

Sectional units of beautiful design.  
Combined, form complete equipment.  
Initial purchase may be small.  
Additions made at any time.  
Depreciation reduced to minimum.  
Efficiency increased to maximum.  
Our catalogue explains.

**Jones Bros. & Co., Limited**  
*Drug Store Builders*  
29-31 Adelaide St. West  
TORONTO

Advanced Price 21s. net.

Chemists 19s. 6d.

Reprint of Nineteenth Edition

# SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL,  
7 Gt. Marlborough St., W. 1.

*The Chemist and Druggist* says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

*The Prescriber* says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

*The Perfumery and Essential Oil Record* says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on  
application

**SQUIRE & SONS, LTD.**  
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King



# English Fruit Juices for Canada

Very pure, fresh and good Fruit Juices of great strength

LEMON  
ORANGE  
LIME

RASPBERRY  
BLACK CURRANT  
PINEAPPLE

in jars, casks, and bottles, all made in England, specially for Canadian requirements, are now ready for distribution.

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## Fruit Cup "O-T"

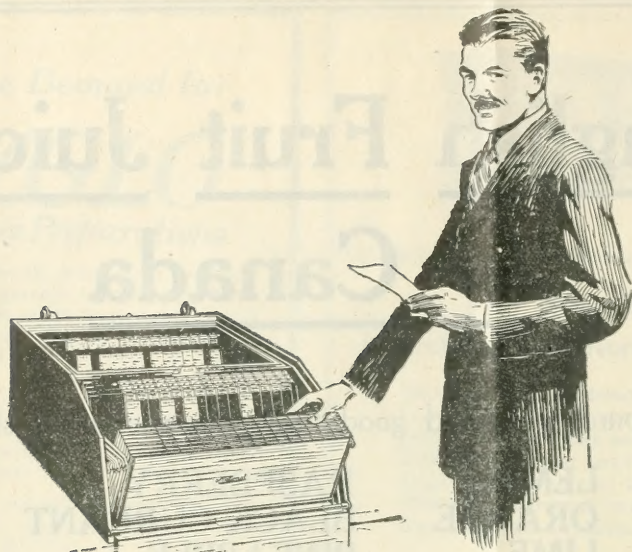
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A specially prepared beverage for Soda Fountains, Cafes, and Restaurants. This beverage is best served with a little fresh fruit in each glass with soda water. The colour is as attractive as the flavour—reddy-golden-brown.

The most famous non-alcoholic drink in the British Empire—spicy, fruity and pungent flavour, makes a fine aperitif and a good digestive. Diluted freely with soda, hot or cold.

### DISTRIBUTORS FOR CANADA

Messrs. McConnan Smith Inc., 343 Water Street, Vancouver, B. C.  
Messrs. Stroyan Dunwoody Co., 502 Confederation Life Bldgs., Winnipeg  
Messrs. Watt & Scott, Limited, P. O. Box 3204, Montreal



## The common-sense way of handling credit accounts

**M**ERCHANTS in 182 different lines of business are using the N. C. R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

## Investigate this common-sense way of handling credit accounts

The National Cash Register Company of Canada, Limited

### BRANCH OFFICES:

Calgary	714 Second Street W.
London	350 Dundas Street
Edmonton	5 McLeod Bldg.
Ottawa	506 Bank Street
Halifax	63 Granville Street
Quebec	133 St. Paul Street
Hamilton	14 Main Street E.
Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street W.
Vancouver	524 Pender Street W.
Toronto	40 Adelaide Street
St. John	50 St. Germain Street
Saskatoon	265 Third Avenue S.
Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO.

### FILL OUT THIS COUPON AND MAIL TO-DAY

Dept. 25, The National Cash Register Company of Canada, Limited  
97 Pelham Ave., Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name

Business

Address





## McLaughlin Fruit Syrups and Fruits

*For use at Soda Fountains*

The popularity of McLaughlin's Fountain Fruit Syrups and Juices is based on superior quality and a delicious natural flavour, the result of special care in the selection of only the finest fruit. McLaughlin's variety of Real Fruit Juices will satisfy your most critical customers—a variety so liberal as to ensure finding what you want, a quality so dependable as to make you satisfied with what you buy. A trial order will convince you. Order now.

*New price list ready for mailing*

*—Discounts on quantities—*

**J. J. McLaughlin Limited**  
Toronto - Edmonton

# Important      Announcement

by

**The Hooton Chocolate Co., Limited**

## **Revival of Popular 5-Cent Price to Consumer**

EXPERIENCE has shown, and every dealer knows, that 5c. is a far more convenient price than the awkward six cents or seven cents. For this reason, and in view of the greater volume of sales thus made possible by selling bars at 5c. each to consumers, we have decided to revive the price to the dealer of—

**95c. a Box of 24 Bars**

(Subject to usual Trade Discounts)

Hooton's Chocolate has established throughout the Dominion a reputation for the Highest Quality, and as a result we have built up a large output and are daily increasing our production.

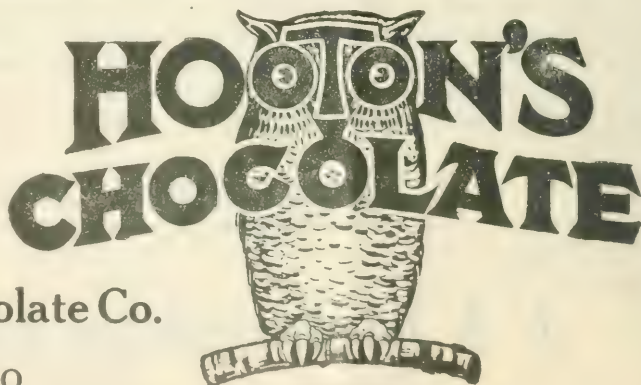
It is on account of this *volume* that, despite the high cost of raw materials, we are able to maintain the high quality of Hooton's, and yet at the same time revive the five-cent consumer price.

For on no account would we jeopardize the good name of Hooton with the public.

### **THE QUALITY OF HOOTON'S** **is Always Uniform**

This reputation for quality will be jealously maintained, and while the present margin of profit is infinitesimal, we are satisfied that the increased turn-over will, as explained above, somewhat offset the reduction of profit per unit.

And it is our intention to rigorously maintain this price as long as it is humanly possible to do so, with the slightest margin of profit, in face of steadily rising costs in the high quality of ingredients that we use.



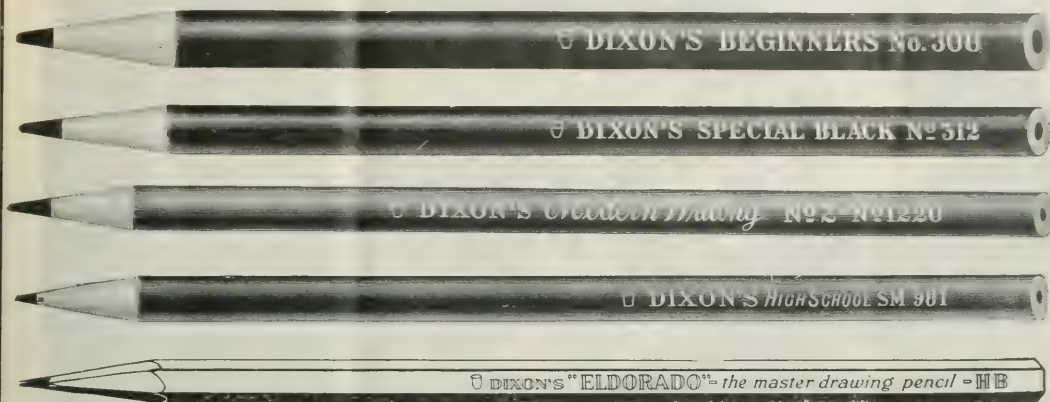
**Hooton Chocolate Co.**

LIMITED

**TORONTO**



## FIVE BEST PENCILS FOR SCHOOL TRADE



These pencils are stocked in Toronto. Ask your jobber for them.  
Recommend them to your Board of Education.

Manufactured by JOSEPH DIXON CRUCIBLE CO., JERSEY CITY, N.J.

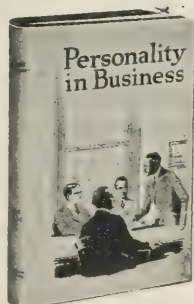
**A. R. MacDOUGALL CO., LIMITED,** Representatives for  
Canada and Newfoundland

## PERSONALITY IN BUSINESS

No one disputes the fact that a winning personality is a powerful factor in achieving success. Invariably the successful man has a personality that attracts. He finds it invaluable in winning confidence, in influencing men and women to his way of thinking, in handling employees, in securing additional capital when it is needed.

Every word that is uttered, every letter that is written, every move that is made reveals a personality that almost instantly repels or attracts.

But just what is personality? To what extent can it be developed?



Some of America's most successful business men are ready to answer these questions for you—such men as John North Willys, James Logan, Samuel Miles Hastings, and others. In "Personality in Business" they tell in their own words what personality has meant to them, how it can be developed, what a dollar-making asset it is when used to the fullest possible extent.

Use their methods for developing a winning personality, carry out the suggestions they make and you are almost certain to come into full possession of a power that will help you regardless of the position you occupy.

200 pages, 5 $\frac{3}{8}$  inches by 8 $\frac{3}{8}$  inches, bound in standard vellum cloth, gold stamped, illustrated **\$3.00**  
Postpaid

## THE COMMERCIAL PRESS, Limited

51 WELLINGTON W., TORONTO



## The Spotlight of Publicity On Daylo Windows

**M**AKE your store headquarters for this super-merchandising plan, and break all records for Daylo sales by tying to the Eveready Daylo \$10,000.00 Cash Prize Contest.

You still have time to get this Contest material and to make your window the center of public interest. (*Contest runs from June 1st to August 1st.*) The public is reading the Contest Story in magazines and newspapers, on bill boards and theatre screens and is studying Daylo store windows. Why not yours?

Don't lose sales another day, but wire your jobber for 1920 Team Work Blank and Contest Materials.

CANADIAN NATIONAL CARBON COMPANY  
*Limited*  
Toronto



D. O. McKINNON, General Manager

DONALD McKINNON, Advt. Mgr.

English Representatives:

SHEARLAND & CO.  
Eldon Street House,  
London, E. C. 2

# The RETAIL DRUGGIST of Canada

PUBLISHED ABOUT THIRD WEEK OF MONTH PREVIOUS

WM. J. BRYANS, Editor

Subscription Rate, \$1.00 per year in Canada, Great Britain and British Colonies; \$1.50 to the United States.

Publication Office

51 WELLINGTON ST. WEST  
TORONTO  
Phone: Adelaide 6125

## Seasonable Suggestions For The Druggist

*Methods that may be used to good advantage in promoting business at this season of the year.*

IT was difficult, with his narrow window and small store, for a neighborhood druggist to keep his window display interesting and fresh. While arranging some bottles of mineral water in the window he happened, by accident, to arrange them like ten pins. Observing the formation he procured a ball, painted on it "A Ten Strike" and made a novel display. The week following he arranged some soft drink beverages in bottles along the same formation overturning two that were purposely emptied. This time the words on the ball read, "Knock down your thirst with Nujuice."

Through this plan of changing the bottles and the ball each week he evolved a novel yet simple display that lasted him over six weeks. The fact that even such a simple display can win trade was evidenced in a hot spell when he displayed some bottled ginger ale along with this wording on the ball: "Roll inside and get a glass of cold ginger ale." During that week his ginger ale stock was completely exhausted, for the first time although even hotter weather had gone before.

### MAKE FOUNTAIN "SPECIALS" DISTINCTIVE.

Make the specials you serve at the fountain distinctive. Two specials are enough at a small fountain, but—make them specials. Do not slap a lot of fruit and nuts into a big dish of ice cream and expect the pub-

lic to battle with each other to get some of it. They will disappoint you, and besides you will lose money on what you sell. A small dish of something nice, daintily served, is appreciated more than a dish piled high with cream, nuts and fruits, with the appearance of having been placed out in the rain. "Something New Every Day" looks well on a sign, but those who try to live up to it grow old, young—and then fail to do what they promise.

### KINKS FOR SUMMER GOODS DISPLAYS.

If you want to represent a camp fire in the window use charred sticks over red tissue paper. An electric light underneath will make it more effective at night.

Dyed excelsior can be used to represent green grass in summer window displays, giving a cooling and cheering appearance.

One store makes a camp fire for the summer display by the use of red tissue paper, cut to represent flames. An electric fan placed underneath kept the tissue paper in motion.

If you can't arrange an elaborate setting for your camp goods window, do something along this line. Even a paddle or a couple of fishing rods will give the idea.

## ALBUMS for SPRINGTIME SNAPSHOTS

It's the time of year camera folks revel in. And they're busy already "shooting" the springtime scenes, the groups of friends, and so on. Perhaps the greatest pleasure of possessing a camera is being able to look at the picture in the weeks, months, and perhaps years to come. A good album preserves the prints and makes an attractive book that's always interesting to visitors.

5 1/2x7 in., cloth bound, 25 leaves, each	65
5 1/2x7 in., cloth bound, 50 leaves, each	75
5 1/2x7 in., leather bound, 50 leaves, each	1.50
7x10 in., cloth bound, 50 leaves, each	1.25
7x10 in., imitation leather bound, 50 leaves, each	1.50
10x12 in., cloth bound, 50 leaves, each	1.75
5 1/2x7 in., cloth loose leaf, 50 leaves, each	1.25
7x10 in., cloth loose leaf, 50 leaves, each	1.50
10x12 in., cloth loose leaf, 50 leaves, each	2.50

5 1/2x7 in., imitation leather bound, 25 leaves, each	1.50
5 1/2x7 in., leather bound, 50 leaves, each	1.50
7x10 in., leather bound, 50 leaves, each	1.50
10x12 in., leather bound, 50 leaves, each	1.50
5 1/2x7, 10, 7x10, 20, 10x12, 30, 40, 50, 60, 70, 80, 90, 100, 120, 150, 200, 250, 300, 400, 500, 600, 700, 800, 900, 1000, 1200, 1500, 2000, 2500, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 12000, 15000, 20000, 25000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000, 120000, 150000, 200000, 250000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000, 1200000, 1500000, 2000000, 2500000, 3000000, 4000000, 5000000, 6000000, 7000000, 8000000, 9000000, 10000000, 12000000, 15000000, 20000000, 25000000, 30000000, 40000000, 50000000, 60000000, 70000000, 80000000, 90000000, 100000000, 120000000, 150000000, 200000000, 250000000, 300000000, 400000000, 500000000, 600000000, 700000000, 800000000, 900000000, 1000000000, 1200000000, 1500000000, 2000000000, 2500000000, 3000000000, 4000000000, 5000000000, 6000000000, 7000000000, 8000000000, 9000000000, 10000000000, 12000000000, 15000000000, 20000000000, 25000000000, 30000000000, 40000000000, 50000000000, 60000000000, 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# Profitable Use of Small Advertising Space

*How to secure style plus individuality in your newspaper advertising—Some striking examples*

By C. H. BROOKS.

ONLY a few years ago most merchants had to be "sold" on advertising. To-day with the constant growth of the idea, the problem is more one of "How to Advertise."

There are many forms of advertising. All are good, depending upon their being used in the right manner, at the right time. But the object of this article is to drive home certain facts about small space advertising.

Newspaper advertising is the most effective way of getting your message before the greatest number of potential prospects, at the minimum expense. So vast and varied are the forms and styles of newspaper advertisements, and so many are the problems involved in the construction of text and arrangement of announcement to appear in the papers, that to the average dealer they present an unsolvable riddle.

However, by following these suggestions readers will be guided toward an easy solution.

Every dealer advertises for a definite purpose—or should. It may be to sell merchandise or some sort of service or energy, or all three. Before he builds the "style" of his advertising appeal, the purpose of that advertising must be settled. For instance, if the purpose is to secure salesmen, you would hardly expect to use the same style of display, text and picture that you would in selling soaps. The purpose usually conditions the size and makeup of the advertisement.

## Individuality in Advertisements.

"The style is the thing." Style it is that determines the kind of copy, the illustration, the type-face to be used, and the arrangement of all these. An advertising expert summarized it as follows: "Prepare an advertisement to force the attention of the reader to impel action." The purpose of an advertisement should be "To be seen," "To be read," "To be believed," "To be remembered."

Construction of advertisements that lack the above qualifications is usually due to inattention on the part of the advertiser. Too often the advertisement results upon an incomplete "study" in his mind, or upon outside sources for the results. Do not depend on some other

your printer to interpret your desires. The average newspaper compositor has little time to devote to making up an advertisement. Therefore, specify the style, especially at the beginning of your advertising campaign. Once you have a satisfactory general style of advertisement (arrangement, etc.) he can follow that composition in all later advertisements.

## Toronto Dealers Advertising.

The profitable use of small advertising space is illustrated by the use a certain Toronto dealer makes of his space. This dealer gave the following method he adopts in placing and writing advertisements:—"Unless you have something specific to offer, such as a special bargain in a particular article, I believe in making up my advertisements to have plenty of white space and to use as big type as possible."

"Advertising of the kind I have adopted is of an accumulative nature. You can't trace direct results. The man who spends \$100 in advertising and expects to get \$200 within a short time is expecting too much."

Advertising is a means of selling something. The printed word is used instead of the spoken one. Every salesman has an "approach that he uses on a prospect.

It may be "good morning," or "how is your baby"—then he follows this up with his sales talk. The same holds good in advertising. The heading and possibly first paragraph of your advertisement is the introductory; it is the opening, the thing that will get interest. Then the text story is supposed to clinch the sale. Every advertisement is a story—a sales story. The trouble with inexperienced advertisement writers is that they try too often to be too "different," too "clever," to say "unusual" things. The result is that their copy is as unsuccessful as the salesman who depends for his results upon freak stunts, back-slapping, or vulgar stories.

One successful dealer epitomized his success as an advertiser as follows: "I advertise regularly and continuously. I try to write as I talk—simply and to the point. I write my headlines as though I were writing a sign-post and try to give my copy the descriptiveness of a night-lettergram—and I never exaggerate or misstate."

## TEMPERATURE

### The Test For Health

The first serious indication in most cases of illness is increased temperature. And as a protection every family or individual should have handy

### An Accurate Thermometer

A poor one is worse than useless. We have just received from Randall Fairclay Co., a long established firm, a shipment of Clinical Thermometers which are:

1. Tested for accuracy to a strict government standard.
2. Have indestructible self-registering indices, easily read.
3. Will not change their readings with age.

Absolutely guaranteed in every respect.

Prices \$1.50 to \$2.25.

## McCullochs Drug Store

Cor. Rosser and Tenth.



## Features of New Taxes Affecting Drug Trade

*The drug trade is caught from many angles in the new taxation announced in the budget—Some points cleared up for the druggist.*

MANY of the new taxation proposals introduced in the budget by the Finance Minister came as a surprise to the drug trade who had not anticipated that they would be so seriously affected and from so many angles. There are few lines of business that are affected in so many ways by the new taxes as the drug trade. In addition to the excise tax on alcoholic patents they are caught by the sales tax, excise tax on cameras, candies, phonographs and playing cards and the luxury tax on certain sporting goods and smokers' supplies, not to mention the changes in the method of collecting the war tax stamp.

### The Tax on Alcoholic Patents

One of the biggest surprises was the announcement of an excise tax on proprietary and patent medicines. At first sight this was taken by many as meaning a tax of thirty per cent. on all patent and proprietary lines now affected by the stamp tax, but it soon became evident that it applied only to alcoholic patent medicines. It was to be imposed on all such medicines containing not more than forty per cent. proof spirits. This ruling would mean that if a patent medicine contained only a drop of alcohol that it would be subject to the tax. For instance, in a preparation of white pine and tar, the amount of alcohol used in making the extract is decidedly small but nevertheless would be taxable. Many men in the trade thought that provision should be made for exempting such lines from the operation of the act. Another point was that the tax on patent lines containing less than 40 per cent. proof spirits might be more than if the amount ran over 40 per cent. when the tax was at the rate of \$2.00 per gallon.

### Consideration to be Given to Suggestions of Drug Trade.

Accordingly, representations were made to Ottawa to clear up the situation. One delegation went from Toronto and waited on the Commissioner of Taxation, and while he emphasized the fact that money had to be raised for the use of the Dominion, he received the representations of the drug trade in a sympathetic manner and promised to give earnest consideration to some of their suggestions so that the drug trade may receive some relief on some of the features that would make it easier for them.

### Lines Manufactured by Retailer for Own Use

This excise tax is added by the manufacturer and therefore is not applicable to stock in the hands of retailers. One of the points that The Retail Druggist asked Geo. W. Taylor, assistant Deputy Minister of Inland Revenue, to clear up was that in regard to lines that the retailer might manufacture for his own use. He wired that the tax does not apply to stock in hands of retailers unless manufactured by the retailer from the date stated, namely, May 19.

### How Sales Tax is Doubled Up.

The amount of the sales tax is one per cent., but it only amounts to more than that before it reaches the retailer. For instance, if the manufacturer sells to the wholesaler

he adds this one per cent. sales tax to the invoice, and when the wholesaler sells to the retailer he also adds the one per cent. tax. If it passed through the hands of a manufacturer's agent he too would probably have to collect the tax. The importer is doubly caught too. The tax applies to importations and if the importer sells to a retailer he has to add one per cent. to his invoice too.

### Tax on Candies Added by Manufacturer.

The tax of 10 per cent. on cameras and candies is put on by the manufacturer and does not therefore apply to stock now in retailers' hands. The same is true of phonographs and records and also of playing cards. The retailer does not have to charge a higher price until he receives new stock to which the manufacturer has added this tax. The *Retail Druggist* does not handle many lines to which the luxury tax applies. A list of these is given elsewhere in this issue.

### The Changes in the Stamp Tax

The changes in the method of collecting the war tax at present in existence on patent and proprietary medicines do not affect the trade for some time. The present method of stamping taxable lines remains in force until the end of this year as respects medicines of any person selling to the consumer. After that date all stock must be stamped before being exhibited or offered for sale while on and after August 1 next the stamping will be performed by the manufacturer or importer. The idea is that by the manufacturer starting to put on the stamp in August that most of the stock in the retailers' hands at the end of the year will bear stamps, but there are a good many retailers who feel that this will not be sufficiently so to avoid a hardship on the druggist who will have to go out and buy stamps to stamp all the articles that are taxable in his store and do not bear stamps at that time. This is going to be very costly for many druggists. In due time it is expected that reforms or plans will be made to Ottawa to secure some modification in this direction.

### TAXATION FEATURES AFFECTING THE DRUG TRADE.

Taxation of goods sold in retail trade has been a subject of much discussion since the introduction of the new tax system.

A list of the features of the new tax system affecting the drug trade is given below.

1. Sales tax of 1 per cent. levied on all goods sold in retail trade, including medicines and chemicals.

2. Excise tax on alcoholic patent medicines containing not more than 40 per cent. proof spirits.

3. Excise tax on cameras, candies, phonographs and playing cards.

4. Excise tax on certain sporting goods and smokers' supplies.

# Details of the New Taxes Imposed

Features that affect the trade.

## TAX ON LUXURIES

A tax of ten per cent, on—Boats, shoes, pumps, and slippers and material for making shoes or appliances made to order for persons having a pointed or rounded toe or ankle, in excess of \$5.00; out pairs, hats, muffs, and bags, in excess of \$5.00 each; caps, gloves and hosiery, in excess of \$2.00 each; hose or stockings, for men's and boys, in excess of \$1.00 per pair; neckties, and neckwear and suits, men's and boys', in excess of \$1.50 each; clothing, consisting of coat vests and pants or coat and pants, muffs and muffs, in excess of \$1.00; cloth, overcoats, muffs and boys' muffs, in excess of \$5.00 each; waistcoats, muffs, sold separately from suits, in excess of \$5.00 each; shirts, including night shirts, men's and boys', in excess of \$2.00 each; hats, bonnets and coats, women's and trousseau, in excess of \$12.00 each; hose or stock, silk, women's and misses', in excess of \$2.00 per pair; kimono, trifurcated and waders, in excess of \$12.00 each; night gowns, in excess of \$10.00 each; valises, travelling bags, suitcases, hat boxes, and travel trunks, in excess of \$25.00 each; gloves, except fur, in excess of \$2.00 per pair; dresses, women's and misses', in excess of \$15.00 each; suits, women's and misses', in excess of \$10.00 each; fur coats, cloaks, and robes, the component material of chief value being fur, in excess of \$10.00 each; horse-handled cartage, out class, wares, sporting goods, such as tennis rackets, nets, racket covers and tennis, croquet, skis, toboggans, canoe paddles and cushions, polo mallets, baseball bats, gloves, masks, protective shoes and uniforms, football helmets, harness and collars, basketball gear and uniforms, golf bags and clubs, horse stocks, blades of all kinds, fishing rods and reels, billiard and pool tables, chess and checker boards and pieces, dice games and parts of games (except playing cards and children's toys and games), and all similar articles commonly or commercially known as sporting goods, in excess of 50 cents; plated ware, not otherwise provided for in this resolution, adapted for household or office use; velvets, velveteens, plush and silk fabrics, embroideries of silk, lace, including collars or collarettes of lace, and all manufactures of lace; ribbons of all kinds and materials.

(10) A tax of twenty per cent, on—Cigar and cigaret holders and pipes, in excess of \$2.50 each; cigar and cigaret cases, ash trays and match boxes of gold or silver, humidors and smoking stands, hunting and shooting garments and riding habits; hunting and bowie knives, gold and silver handled pocket knives and pencils; gold and silver, ebony and ivory toiletware; articles of silver, not otherwise provided for in this resolution, adapted for household or office use; silver or gold deposit ware; wearing apparel not otherwise provided for in this resolution, the component material of chief value being fur; fiveries, heavy boots and hats, Oriental rugs, carpets, in excess of \$3.00 per yard; curtains, including tapestry curtains, in excess of \$7.50 each; candeliers, except for churches; articles commonly or commercially known as jewelry whether real or imitation, for personal use or for adornment of the person.

(11) A tax of fifty per cent, on—Articles of gold, not otherwise provided for in this resolution, adapted for household or office use.

(12) That the excise taxes as imposed by the preceding resolution shall be paid by the purchaser to the vendor at the time of sale for consumption or use, or on importation for consumption or use, other than for resale in addition to the duties of customs already imposed and by the vendor to his Majesty in accordance with such regulations as may be prescribed.

## THE EXCISE TAXES

(13) That the following excise taxes be imposed, levied, and collected the articles hereinafter specified, namely:

A tax of ten per cent, on—Boats, yachts, canoes and motor boats, provided that on satisfactory proof being furnished that these vessels will be used only for rendering or commercial purposes a reduced rate, not exceeding one per cent, under this resolution shall be granted; camera, containing not more than 100 pounds, candy and confectionery, showing the substance thereof, firearms, shells or cartridges for use other than sporting purposes, pistols and revolvers, other than time weapons, revolvers, and pistols, not otherwise provided for in this resolution.

A tax of fifteen per cent, on—Automobiles, sedans or coupes, and motor cars.

A tax of twenty-five per cent, on—Mechanical piano players, gramophones, gramophone talking machines, music boxes, and records, and gramophone records, or with any musical instruments.

A tax of twenty-five per cent, on—Every other kind of musical instrument.

(14) A tax of twenty per cent, on—Wine, containing in excess of \$25.00 per gross, packages, twenty-five per cent, per package, when selling in excess of \$25.00 per gross, packages, fifty cents per package.

(15) A tax of thirty per cent, on—Patent or proprietary medicines, containing medicinal or medicated wines, vermouth and ginger wine, containing not more than forty per cent of potent spirits.

(16) A tax of two dollars per gallon, on—Rum, whiskey, brandy, gin, wines, containing more than forty per cent of potent spirits, cordials, liqueurs and spirituous and alcoholic liquors, not otherwise provided for in this resolution, suitable for beverage purposes; on lime juice or fruit juices, fortified with or containing more than twenty-five per cent of potent spirits; on spirits and strong waters of any kind, mixed with any ingredient or ingredients, as being or known or designated as anodynes, elixirs, essences, extracts, bitters, tinctures, or medicines, or other medicinal and perfumed spirits, bay rum, cologne and lavender waters, hair, tooth and skin washes, and other toilet preparations containing spirits of any kind.

(17) A tax of thirty cents per gallon, on—Ale, beer, porter and stout, on wines of any kind except sparkling wines, containing not more than forty per cent, of potent spirits.

(18) A tax of three dollars per gallon, on champagne and all other sparkling wines.

(19) A tax of five cents per gallon, on lime juice and fruit juice, fortified with or containing not more than twenty-five per cent of potent spirits, not otherwise provided for in this resolution.

(20) That the excise taxes as imposed by the preceding resolution, shall be payable in addition to the present duties of excise and customs at the time of sale by the Canadian manufacturer, or when imported, but shall not apply to such articles when exported, and shall be accounted for to His Majesty in accordance with such regulations as may be prescribed.

(21) That every person selling or dealing in articles upon which taxes are imposed, as prescribed by the foregoing resolutions, may be required

## Statement from Department at Ottawa

In answer to questions by The Retail Druggist, Geo. W. Taylor, Assistant Deputy Minister of the Inland Revenue Department at Ottawa, wired as follows:

The Retail Druggist of Canada,  
51 Wellington Street West,  
Toronto, Ont.

The thirty per cent. tax applies to proprietary or patent medicines containing not more than forty per cent. proof spirit. This tax is collectable at the time of sale by the Canadian manufacturer or when imported on or after nineteenth May inclusive. It is not therefore applicable to stock in hands of retailers unless manufactured by the retailer from date stated. The existing stamp tax remains in force until thirty-first December next as respects retailers of any person selling to the consumer. After that date all stock must be stamped before being exhibited or offered for sale. On and after first August next the stamping shall be performed by the manufacturer or importer.

Geo. W. Taylor,  
Assistant Deputy Minister.

## MANY DRUG PRICES UNCERTAIN

Prices on drugs and chemicals quoted in this issue were corrected up to May 29, but owing to the influence of the budget and the accompanying uncertainty in regard to many lines, whose prices are now exactly where they stand. Accordingly, the prices on those lines that may be affected by the workings of the new taxations imposed are liable to change, and the tendency, of course, will be upward.





We Weller, during the summer months, attracts a good deal of attention to phonographs and records by winding a machine to the entrance to the store so that it can be heard by everyone who passes. It is kept in operation at those times when a good many people are passing, and in this way many people are interested in both machines and records. A sign in the window reads: "Listen! Something new being played is . . . Come in and hear it." Store recitals are frequent here. Metal signs were used about the country last year to advertise the department. Mr. Weller states that this department is a money maker.



# Window Methods of Successful Toronto Store

*Interview by Staff Editor with Ernest A. Legge, College St., Toronto*

ONE Toronto druggist who fully appreciates the great selling power of the window is Ernest A. Legge, whose store is located at the corner of College Street and Ossington Avenue, in the Queen City. He admits that he is not as advantageously situated to draw big trade through his windows as many other druggists in the city, but the writer says without hesitation that his windows do draw a great deal more business than those of many establishments that are much more favorably located.

## **Gives Windows Attention They Deserve.**

Of course, there's a reason. One does not have to do much investigating to ascertain that reason. It lies in the simple fact that he gives them the full share of attention that they deserve. They are changed regularly and systematically and study is given to their arrangement that they may draw the maximum of business. This is done because Mr. Legge realizes that the windows of the average store of to-day are the most valuable selling agents that the store possesses. He feels that the majority of dealers to-day are not taking full advantage of the great opportunities that the windows present. For that reason he gives even greater attention to his own.

## **Study of Rapid Change of Window Displays.**

One of the reasons why the average dealer does not give more attention to his windows in the way of good arrangement and frequent change is because of the time it takes away from regular store duties for this work. Realizing this fact Mr. Legge has made a study of rapid arrangement of the displays in his windows, so that he can change them quickly and still present to the passing public displays that will attract their attention and draw them inside the store to make purchases.

## **Window Floors Push Back—Trimmer Gets in Front.**

One means towards this end is the arrangement of the window floors in the two main windows on rollers so that the whole display portion of the window can be wheeled back from the glass, thus enabling the trimmer to get in front to arrange his displays. This has proved a wonderful saver of time in putting in windows. The trimmer can put in his window just as fast as he could built up any ordinary interior display, and he has the advantage of being able to see just how the display looks as he goes along without running outside to have a look.

## **Better Displays in Less Time.**

The trimmer who dresses his windows from the rear knows full well how difficult it is to build up displays this way and fully appreciates the fact that the finished arrangement is not always just what he had in mind, because he is unable to see just how it appears as he goes along as the trimmer in the Legge store can. The idea of having a window floor on wheels is not exactly new, but there are very few stores that have them so arranged, whereas, it would appear, that they would

soon pay for themselves in the time saved and the better displays that the store would be able to put in.

## **Two Windows Can be Changed in Hour**

The experiences of Mr. Legge, at least, would indicate this. His store is located on a corner and the two main windows are arranged in this way. The arrangement of the store does not allow of the three smaller windows down the side being constructed in this manner. Mr. Legge stated that by reason of this arrangement the two main windows can be changed in about an hour and one of the windows is of double size.

## **Changed in Half-hour on Saturday Night.**

To illustrate the advantages of this system of window arrangement. The week before the writer visited the store a One-cent Sale was conducted. It finished on Saturday night. After that time none of the goods on which special prices were quoted would be sold at the sale price. The windows had been trimmed with the specials and accordingly the windows were of no effect after the closing up hour on Saturday night. Much valuable publicity would be lost if they were allowed to remain in until Monday. Accordingly, when business was about over on Saturday night, the main window was pulled out and changed to regular lines in about 30 minutes. The next morning it was ready to present its message for the coming week to the purchasing public.

## **Panels With Goods Attached Prepared in Advance.**

Another feature that helps in changing windows in a minimum of time is the use of screens or panels to which the goods are attached, in the windows. These can be arranged in advance so that no time is lost in putting in the background. They also prove an excellent method of displaying goods from a sales-creation standpoint. By allowing the window to be changed quickly the loss of selling power, which is practically nil during the change, is also reduced to a minimum. The screen backgrounds are put in just as soon as the old window has been taken out, and begin their work of advertising the lines featured even before the rest of the window is in shape.

## **Giving Individuality to Different Lines Displayed.**

The value of a window devoted altogether to one line is appreciated by Mr. Legge and his smaller side windows are utilized in this way. His front window is too large to be used in this way because of lack of stock to make up an individual display of this size, while Mr. Legge also feels that the tastes and demands of the people who pass his store are so varied that his window pulls more business by giving attention to a number of lines at the one time. An effort is made, however, to give individuality to each line shown in the window, so that in a way it is like an individual display of each one. The use of a number of three-pane screens in the window allows of this.

## **Narrow Display Cards Sandwiched in Between Displays.**

No lost space is allowed, however. Where there is a little space between displays or at the ends it is made

used and flower vases can always be seen, even from these smaller displays that are sandwiched in between.

Mr. Legge suggests that if manufacturers would make the cards and display racks and forms that they supply to dealers a little narrower than is usual that more of them would be used in window displays. At least, that is the case in this store. For example, while Ingersoll watches have been handled by this store, Mr. Legge could never get what he considered a suitable display card for showing this line in the position and manner he desired. Of course, the line was shown on the usual arrangement supplied by the manufacturer that extends out from the side of the window and shows a variety of watches. At last he was able to get a narrow display form to which the different watches were attached, with the price underneath each. This was tried out in one window for a period of six weeks and during that time it increased sales by about four watches per week.

### Value of Displaying Nationally Advertised Lines.

The main store windows are changed twice a week. Sometimes panel screens to which goods are attached are allowed to remain for a longer period, but more often they are transferred to another window before a week has elapsed. Mr. Legge believes in displaying a good many nationally advertised lines in the window as it gives the public a good impression of the store. When they see goods displayed in the window that they have also seen advertised in national publications of reputation they naturally come to the conclusion that the store handles goods of quality.

### Glass-Front Wall Case at Rear of Window.

A novel and convenient arrangement in the side window is a wall case at the rear of the window with a glass front. It has doors behind, allowing the different sections to be trimmed from the rear. These cases allow of supplementary display both inside and on top, make a good background and have the additional advantage that they can be trimmed separately from the window proper. If the trimmer is in a hurry he can merely arrange the main part of the display and leave the background until later and yet have a completed display. Either window or background can be changed at any time separately from the other. This wall case also allows of the display of smaller lines that could not be easily displayed in an ordinary window.

## Begin Early to Wage War on Flies

FOR the public good and for the benefit that he will derive himself, the druggist should begin to wage war on the flies early. He should tell his customers about the evils of the fly and the rapid manner in which they breed by advertising and word of mouth, featuring at the same time the fly destroyers that he has for sale.

### Fly Breeds Rapidly.

The common housefly is one of man's most dangerous enemies. As a means of spreading a number of serious diseases such as typhoid fever, dysentery and tuberculosis the fly plays a sinister role. Its ability to reproduce itself is amazing, the descendants of a single pair numbering millions in a season under ordinary favorable conditions. Such conditions exist where rubbish, both manure and garbage, are left unprotected so that

flies may lay their eggs therein. Consequently, the first principle in exterminating the pests is rigid cleanliness and then more cleanliness.

### Fly Avoids Cleanliness.

The fly avoids cleanly conditions as men avoid the plague. Dirt and disorder are its natural habitat. It is of prime importance that every individual and every community should see that the winter's accumulation of dirt and rubbish should be carefully collected and destroyed. Manure should be so handled, either in fly-proof pits, or bins with maggot traps, as to prevent flies breeding. It is important also that garbage be carefully gathered and disposed of, for it too provides a sanctuary for flies.

In addition to combatting them in their breeding places, flies should be killed by any and every means available, especially early in the season. Further, it is essential that food products be kept properly screened from flies. The time to begin is now. Far more can be accomplished in the springtime with less expenditure of effort than at any other season of the year.

## Motor Sign Boards Will Bring Trade to Your Town

*Merchants of towns that are favorably located should unite in the erection of sign boards to attract motorists*

MERCHANTS of a city or town should work together not only to make their municipality a buying centre for the residents of as wide a surrounding territory as possible but to also bring to it motorists from both far and near. A good system of sign boards in the surrounding country will help materially in this regard. Quite often a motorist is uncertain which of two or more centres he will select as a stopping point. A sign board showing the way to one of these towns is often the deciding factor. This may mean increased direct sales for the druggist, or at least will bring more money to his town, and this will indirectly prove a benefit to his business.

### Merchants Should Co-operate.

The present summer will probably be a record one for motoring in nearly all sections of Canada, and business organizations in towns that are favorably located should take up the question of sign-boarding the roads, with a view to attracting these motor tourists. The motor clubs are doing considerable work in this respect, but the vast territory they have to cover naturally restricts their work, while they are not likely to favor any particular town in this work. You will have to boost for yourself. It would be desirable to have roads within a radius of twenty miles well marked with sign boards, pointing the way to your town.

### ADVERTISING PROVED COSTLY TO HIM

"I estimate," Bangs observed ruefully, "that advertising costs me about five hundred dollars a year more than I can afford."

"Advertising? Why, you don't advertise."

"No," Bangs admitted, "but the milliners and department stores do."



# Customers Come in Direct Contact With Goods in Store

*Ernest A. Legge, Druggist of Toronto, believes in getting the goods right out under the nose of the customer that she may pick them up and examine them.*

By A. STAFF EDITOR

It takes only a glance at the interior of the store of Ernest A. Legge, Toronto, to see that he believes in getting his goods right out under the nose and eye of the customer—that he or she may come in direct contact with the various lines, pick them up, examine them—and as quite frequently happens, hand them to the clerk to be wrapped up.

## Displays Built up High on Counter.

The counters on one side of the store might just as well be shelves with the bottom part wall cases, except for the convenience of the clerks in serving, for they are piled high with attractive displays of goods that almost completely hide the goods on the shelves behind which to a certain extent resolve themselves into a stock section for various lines that it is desired to have at hand. Even the serving counter is surmounted by a display case for the showing and serving of smaller lines of confectionery that customers are likely to decide to buy a small quantity of while waiting for their goods to be wrapped.

## Goods Right Out Before Customers.

But all this is part of a well-planned policy of putting the goods out where customers are most likely to notice them and become interested in them. The same method of display is followed throughout the store. As you enter the store there is a shelf along the rear of the side window where seasonal lines are displayed. At the rear of the large front window is a built-up display stand with three series of pockets for the display of magazines. It can also be used for showing proprietary and patent medicines. In the centre near the front is a display table.

## Centre Counter Responsible for 80 p.c. of Big Soap Trade.

An outstanding feature is a display counter about twelve feet long in the centre of the store, of special construction, for the display of soap. It has three shelves. Under the top shelf are electric lights that show up the goods on the second shelf to excellent advantage at night. The lights are turned on early in the evening. "It has certainly increased our sale of soaps," stated Mr. Legge to *The Retail Druggist*. "We have a big sale of this line, and I feel that eighty per cent of it is due to this means of display. We consider it well worth the space that it occupies. People are constantly buying soap and we keep so much on display that people feel that this is a big department with us, and when they need soap they naturally think of our store."

## "Special" Cards Only on Specials.

One or two specials are generally maintained in order to keep up the interest of the customers who regularly visit the store. A "special" in this store means a "special." Mr. Legge holds the opinion that if "specials" are promiscuously displayed that the public get the idea that they mean nothing. When a

special price is given on an article a special card is used but when a change is made to the regular price again another card is placed on it, with no reference to it being special, whatever.

Candy is a big selling line with this store. Mr. Legge points out that there is every reason why it should be. People who buy candy one day are ready to buy more the next day. It is not like buying a box of pills that may last them for six months. The line is prominently displayed in the store, and a good deal of window attention is also given to it. Week-end specials are put on that attract a good many people to the store.

## The Value of Good Stock-Keeping.

Mr. Legge places great stress on the value of proper stock-keeping. This is the way he figures it out. "Some dealers maintain," he says, "that to get a customer into the store is worth a dollar. Retailers frequently expend more than that in advertising to attract a customer to the store. When you say you are out of an article you send a customer to another store. That means that you have done a dollar's worth of good to the other fellow. If the customer is worth a dollar to the other fellow, why not the same amount to you? That is how the dealer makes money by good stock-keeping."

"Just to-day," he continued, "I found out that we had run nearly out of Player Cigarettes, which are one of the most popular selling lines with us. I put in a telephone call for the goods, but if we had not been able to get them to-day we would probably have lost the sale of thirty packages this afternoon and to-night. People have got in the habit, during the war, of expecting dealers to be out of certain lines, but with a staple line that they can procure from another store it is a different proposition."

## MAKING WINDOW DISPLAYS SELL GOODS

The fact cannot be too strongly emphasized that at this or at any other season window displays to be effective must be changed once a week. No retail druggist would think of buying space in his newspaper, writing an advertisement and then letting it run indefinitely. He would change it every issue. The display window properly used is a better advertising medium for the small merchant than the newspaper and should at least receive an equal amount of attention.

Another thing is to feature just a few lines in your window each time. You can't expect direct results from general advertising of any kind and your window is no exception. Don't try to put prices of everything you carry in stock in your window at one time but specialize from one week to another. At just this time there is a vast variety of lines that might be displayed. Use price cards and descriptive show cards—make your window really talk for you twenty-four hours a day.





# The Retail Druggist of Canada

TORONTO

JUNE, 1920

CANADA

## A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,  
**THE COMMERCIAL PRESS, LIMITED.**  
51 Wellington Street West, Toronto.

1920 Will Be  
Big Summer  
Resort Year.

Everything points to the coming summer being a record one for camping, picnicing and kindred amusements. There are several

reasons for this.

In the first place, it is a very evident fact that pre-war amusements are being taken up by the public on a greater scale than ever before. This is demonstrated by the increased attendance at moving picture and other theatres and the manner in which dancing is being indulged in. It is safe to say that with the coming of warmer weather the public will turn their attention to outdoor activities such as camping, picnicing, and motoring. This will all prove of material benefit to the retail druggist.

In addition, there will be fewer Canadians spending their holidays across the line this year on account of the exchange situation and for the self-same reason there should be an increase in the number of visitors in Canada from the United States, as their money will bring a premium in this country. This will all help Canadian merchants, especially those dealers who make a genuine effort to cash in on the increased business that will naturally result. Plans should be formulated now for going after this business.

\* \* \*

To Broaden  
Public's View  
of Drugs.

At the ninth annual meeting of the American Drug Manufacturers' Association in New York, the secretary, W. J. Woodruff, suggested

an advertising campaign to educate the public to a proper conception of the part played by drugs. The style of copy recommended would give both the physician and druggist proper credit for the part he plays. The following was a sample of copy:

When the faint glow of the last ember of life brightens under the ministrations of the physician at the bedside, and your loved one comes back to you from the brink of the Great Shadow, your heart, for the first time, wells up with all the gratitude that this humanity's greatest earthly friend, deserves.

You repay him then in speechless thankfulness for his sleepless nights of watching, his midnight hours of study, and the sunny holidays of youth spent in sombre college laboratories. And in your gratitude, think sometimes of his silent partners—the workers to whose tireless research and exacting care are due the contents of the bottle with which the magic was wrought.

The genial proprietor of the corner drug store may seem simply an obliging merchant to whom you are indebted for a hundred little services, but he, too, is a professional man—a pharmacist who has paid his toll in arduous study. Had he erred in the pharmacist's delicate, hairline task of filling the prescription, the physician's skill might have only served to mend the ravages of your passionate grief.

And behind the physician and the druggist is the great army in the manufacturing establishments in which the ingredients of the prescription were made. The bacteriologists, the pathologists, and the research chemists who, in the face of a weary chain of failures, developed and perfected the formulas. The financial captains who undimly watched thousands upon thousands of dollars sunk in fruitless experiments before the first glimmer of success. And the workers who throughout every step of the transformation of the crude chemicals into the finished preparation tested and retested its power and purity.

\* \* \*

Your Wageless  
Clerks.

What about your wageless clerks, Mr. Merchant? It is usual that higher wages have to be paid as time goes on to ordinary clerks, but your wageless clerks are not one bit less efficient because they do not draw salaries or cost you more money every once in a while.

In addition to being strong on salesmanship, there are a lot of human frailties that these clerks do not possess. They are never discourteous, never disloyal, never indifferent. They work overtime without murmuring. They never gossip. They have winning personalities. They are showing examples of patience, industry and good nature.

Their names are **Display**. They are twins, and their names are Store Display and Window Display. Work them to the limit. They will not complain.

## VACATION SUPPLIES.

Are you prepared to meet the demand for vacation necessities? Here are a few suggestions:

### For Women.

Sanitary drinking cup  
Hand towels  
Thermos bottle  
Grape juice  
Rubber sponge  
Lemon juice  
Camera  
Bathing caps  
Hot water bottle  
Talcum powder  
Face powder  
Rinse  
Toilet water  
Cold cream  
Toiletry bottle  
Make-up articles

### For Men.

Razor blades  
Shaving supplies  
Towels  
Rubber sponge  
Camera  
Smoking supplies  
Drinking cup  
Fly oil  
Fishing tackle  
Lotions for sunburn  
Toilet water  
Thermos bottle  
Cigar lighter  
Cigarettes and cigarettes  
Sunglasses  
Toilet powder

### A Matter of Clerks.

It is often a moot question as to how far business men are justified in taking clerks away from each other. Some boast that they have no compunction in taking a good clerk away from another merchant when they want him.

The question is no doubt a delicate one. But there is scarcely any question about the unfairness of one merchant deliberately trying to induce a capable clerk to leave another merchant's employ. If a clerk who is already employed with another makes application for a position that is another matter. In that case there should be no compunction in securing his services if they are wanted. To demand, as some are of the opinion should be done, that the consent of his employer should first be obtained would be unjust to the clerk. He has his rights. And one of his rights is to sell his labor to whom he chooses and for what price he chooses. Agreements among employers which are designed to deny him this right would create a most unjust condition of affairs.

\* \* \*

### Partnerships for Clerks.

But probably the best guarantee of all against losing the services of a particularly good and faithful clerk is to hold out the prospect of a partnership in the business at the end of a certain defined period.

During the Christmas holiday trade in a certain Western town where good clerks were particularly scarce, one of the merchants induced a young man who had come from the east with his brothers to engage in farming to give him a helping hand for a few weeks. The young man, who had had some experience in a store before he went West, showed that he was of the material from which good merchants are made. With a view to permanently retaining his services the merchant offered him a partnership if he would remain in his employ for a year. The bait took, and at the end of the twelve months the young man became a partner in a retail business which has exceptionally bright prospects before it.

To take a first-class clerk into partnership is sometimes to prevent the advent of a dangerous competitor. In the natural order of things the clerk that is of the A1 class aims to go into business on his own account at some future time. If he starts up in the same town ten chances to one he will attract to his store people that formerly dealt with his old employer. Where a partnership is guaranteed this contingency is obviated.

## More to Success than Money

IN speaking of the success of a man we are given to sizing it up in the terms of money. It is well for us to bear in mind, however, that there is more to a successful life than the mere acquiring of financial independence. A recent writer in the Saturday Evening Post drove this home in a most convincing manner. Read what he says about

### Success.

The most successful man I ever knew died without enough money to pay his funeral expenses. The newspapers mentioned the fact of his death, but omitted adjectives. This man had lived without acquaintance with vice. He had worked hard, paid his debts, taught his family to enjoy living and taught his children to work. His burdens were pleasures. He did not know how to complain. He had the respect of everybody in his community—including a few enemies.

Doubtless many men have played the game as well.

Why do we call men of this type failures? In what particular have they failed? We do not say that a physician has failed because he has written no poetry or that a banker has failed because he cannot shoe a horse. We cannot measure the degree of a man's success until we learn where his goal lies.

The popular understanding of success is the getting of money or fame. It might almost be said that the popular understanding of success is the getting of money, for there is little respect for a fame that cannot be used as a means of acquiring money. Fame is advertising, and advertising may be cashed at the paying teller's window.

The man who acquires great wealth is successful in that particular. If wealth was his goal he deserves credit. But if he had no other goal and accomplished nothing more he did not make successful use of his brains.

If mere getting is success, why deny honor to the safe cracker?

Is a man a success if he gets money by methods that lose him the respect of his fellows and give him no pleasure in his own society? Is he a success if he gets money and raises daughters to be fools and sons to be loafers?

The test of life is living. The test of worth is service. He who serves himself and no other is a failure, though death release his grasp on the ransom of an empire. He who finds life bitter is a failure, though multitudes cheer him on the street. The king who rules an unhappy and maltreated people is a failure. The carpenter who hangs a door well is a success. There is more honor in using one talent well than in abusing the possession of ten.

To keep clean, to do good work, to earn friends, to be happy, and bestow happiness, to develop opportunity, to serve where possible and learn not to whine—this is success. There is no greater. There is no other.

### EXPENSES OF AVERAGE DRUG STORE

The expenses here itemized are paid by a druggist who handles annual sales of twenty thousand dollars in a medium western city. Not given from this store are sufficient to pay for the \$924.65 shown for rent.

Rent	\$ 924.65	or 4.6 per cent.
Salaries	2,194.91	or 10.9 per cent.
Advertising	522.64	or 2.6 per cent.
Heat and light	166.81	or .8 per cent.
Commissions	80.40	or .4 per cent.
Supplies	60.30	or .3 per cent.
Interest on loans	281.41	or 1.4 per cent.
Depreciation	482.42	or 2.4 per cent.
Telephone and postage	100.70	or .5 per cent.
Insurance	40.20	or .2 per cent.
Total	\$4,844.44	or 24.2 per cent.



## The Drug Store as a Musical Centre

*Suggestions for creating and holding the interest of the people in the dealer's line of music machines.*

THE earnest attention given by the various prominent talking machine companies during the past few years, to campaigns direct through dealers, for the purpose of bringing about the installation of talking machines or phonographs and the use of special educational records in schools for music study and other purposes, indicates the importance attached by the moving spirits of the trade to the work of impressing an appreciation of music—talking machine music—on the child mind. It was long ago realized that the children of today are the potential buyers of to-morrow as it was also realized that the children can and do exert considerable influence in persuading their parents to invest in machines and keep their record libraries alive and up-to-date for the benefit and entertainment of the youngsters. These facts have been proven to the profit of the talking machine manufacturers and their dealers, which accounts for the interest shown in the development of the work of arousing the interest of the school children.

For the dealer who is as much interested in the work of educating the youth of the nation to the proper appreciation of the talking machine, and particularly the records, as he should be, there is being offered in a number of cities a number of "Music Memory Contests." It is a new angle that should be studied with profit.

The music memory contest, it is understood, was originated by an organization in New York charged with the work of bringing about a more general appreciation of music and its value among the people of the country for the purpose, primarily, of stimulating the demand for musical instruments of all kinds. The contests, which are conducted among the pupils of a school, or group of schools, have for their object the development of a more intimate knowledge of the music of masters, including the better known classic and semi-classic selections such as "Traumerei," Overture to "William Tell," Mendelssohn's "Spring Song," Tosti's "Good-Bye," and the lighter works of Greig, Chopin and others. The method is for a committee to select about fifty such pieces of music and publish the titles of the selected numbers in such form that the contestants can secure a copy of the entire list for study purposes. Within a given period, generally six weeks or two months, the contestants, who must be students at the specified school or schools, are expected to familiarize themselves with all the selected pieces of music to such an extent that they will be able to give the title of the selection and the name of the composer when they hear it played. The end of the contest is generally made the occasion for a big concert to which are invited the friends and relatives of the contestants. Forms are supplied to the latter and as the pianist or orchestra plays a special test group of a score or two dozen numbers the contestants write the titles and composers' names on the form. Prizes are awarded to those who turn in the greatest number of correct answers.

It is in aiding the contestants in studying to fit themselves to win the prizes that the opportunity lies for the talking machine dealer. To facilitate study it is necessary that the various pieces in the selected list be

played over and over again until the student is able to recognize them instantly. It is seldom that the young student is sufficiently accomplished as a pianist to enable her or him to play classical selections well enough to make them recognizable and the time is too limited for practice. Moreover accomplished friends, unless greatly interested, are not prone to volunteer for the task. Those conducting contests in the past have suggested that player-pianos be used for study purposes but everyone does not own an expensive player-piano or is able to purchase the necessary music rolls. Almost everybody owns a talking machine and there is one answer.

The talking machine dealer who is really alive will not, however, confine himself to urging that the parents of contestants purchase records of all the selected numbers at an expense of from \$50 to \$75, but will evolve some service plan that will get results along another line. One idea, if the dealer is fortunate enough to have a recital hall, is for him to set aside special "contest study hours," say from 3.30 to 4.30 o'clock in the afternoon on two or three days each week or daily if he can so arrange it, and make the fact known through the medium of circulars distributed at the schools. Contestants would be welcomed during those hours and each day a group of ten selections could be played over for study purposes, the list being repeated after having once been played through. An inexpensive program bearing the correct titles and the names of the composers of the various pieces played each day, together with the dealer's own advertisement, could be distributed at small cost.

For the convenience of those who desire to study at home the dealer could inaugurate a temporary clearing house for records, suggesting that those who possessed certain of the selected records and who, after a time, were willing to exchange with neighboring contestants for other records on the list, could make the exchange through his store. After the exchanges had been completed there would arise many opportunities for selling outright remaining records in the list and not possessed by the machine owners.

For the dealer who was friendly with the school authorities or with certain of the teachers of classes already possessing talking machines there would be an opening for the suggestion that the pupils of the schools or of certain classes band together and raise a fund for the purchase of a full set of records of the selected numbers in the contest for use for study purposes during and after school hours.

There are so many ways in which a dealer can turn a local music memory contest to his own business advantage that it is unnecessary to attempt to suggest them all here. The main thought is that the dealer should be ready for the starting of such contests in his immediate vicinity, usually announced through the newspapers, and be prepared to push the talking machines and records he handles to the front as a helpful factor. The first move should be to get a copy of the selected list of music and then see to it that several complete sets of records of those selections are in stock and ready for sale. Special advertisements calling at

ention to the facilities offered by the dealer for studying purposes can be run alongside of the daily paper announcements of the contest and its progress. Great results can also be obtained by circularizing the contestants and their parents and by personal effort at the schools. By offering to supply some of the lists and forms gratis the dealer can also find an opportunity for getting in some good publicity.

### SMALL INSTALMENT PAYMENTS.

In connection with the featuring of instalment sales in the talking machine business it seems unfortunate that at this stage of the industry's progress it should be necessary to encourage the public to think of how little they have to pay down. It would seem that there is still too great a spontaneous demand for talking machines to make necessary the very low terms held out as inducements to buy.

The instalment method of doing business is a great benefactor and it has made the piano business. It is only natural that the talking machine business should adopt piano selling methods as the numbers of makes increase and as the necessity for forcing the business

fold that one wonders that it is not given more prominence and taught more thoroughly in our public schools.

What magnificent opportunities there are for the pupils of to-day to enhance their musical education, as compared with the hard striving times of the old masters, who had to content themselves with such limited instruments as the old harpsichord. Can you imagine how manifestly grateful Bach, Handel and other old masters would have been had they at their disposal such high grade pianos, as manufactured to-day, capable of responding to every emotion? It is difficult to conceive how it was possible for these old masters to give to the world such beautiful and immortal works, handicapped, we might say, with such inferior instruments. Were they in possession of such perfected instruments as we have to-day, who could conjecture what undiscovered form of music might have been handed down to us.

### INCREASE THE RECORD SALES

There are many retailers of talking machines, who will find on analyzing their sales, that they are selling too few records for the number of machines they are disposing of. They may also discover that their sales



An additional use that may be made of the talking machine in the home.

grows although it cannot be said of talking machine lines that there is the necessity for forcing as in marketing pianos.

By holding out inducements of long drawn out payments with no interest charged the retailer has a method of cutting prices that does not conflict with the clause in his contract with the manufacturer prohibiting price cutting. The retailer no doubt figures that if he can secure a record customer who buys frequently, always paying cash he need not worry about the capital or profit on the machine that is being paid for in dollar instalments. The instalment business makes many otherwise impossible sales but it requires the same close attention as in the case of a more costly product such as the piano.

### DEVELOPING OPPORTUNITIES FOR PHONOGRAPHS.

That some knowledge of music is essential to a well balanced life is now an almost established fact. Music, let it be noted, is the instinctive impulse of the human being from the cradle up, and it reverberates the world over. It is the adorable gift of God, which instinctively seeks to express itself in a manner more fundamentally natural, perhaps, than speech itself.

Who has not been attracted by the soothing music of the cradled babe long ere it sought to utter a word. Does it seem natural to instinctively crave to express one's every sense of feeling in speech? The claims of music for greater educational recognition are so mani-

fold of the higher priced records form too small a proportion of their total record sales. This is not the best merchandising. The preponderance of the cheaper record sales will indicate that the dealer or his assistants are not properly working the potentialities of the line. The man who is successful in closing sales for the higher priced machines is not always a success at selling records. His lack of success is not because he is lacking in ability but because he does not appreciate the profit. A two or three dollar sale looks small to him and too insignificant to get enthusiastic over. He does not realize that the machine buyer should eventually buy five times the value of the machine in records.

### POLITENESS TO CHILDREN.

One druggist, who knows what is good business, never fails to greet children with just the same degree of politeness that he uses with their parents.

Strange as it may seem to some grown-ups, children don't like to be patronized. This druggist knows children and bows to them with grave courtesy—speaks to them pleasantly—and listens deferentially as they deliver their message. Capping this off in a practical way, he never fails to give the youthful shopper a birthday present when the big day comes around. He keeps a special book of birthday dates—and every child who comes to his store is remembered with a little gift.

Not only do the youngsters respond to such thoughtfulness—their parents regard him as a very human being indeed. Good business.



# Selling Something More Than Goods Made Store Succeed

*Store that gave customers something more than merchandise in exchange for their money was the one that succeeded.*

R. R. NEWBECKER.

SOME years ago two druggists opened up business in the same town. As time has rolled on, what do we find? One of them has just been plodding along, making a bare living, but never finding it necessary to increase the size of his establishment. In the fifth year of his business life he has just about as much trade as he had in the first year—probably a little less.

## One Succeeds Where Other Fails.

But how about the other dealers who began at the same time? With no apparent difference in the price of his merchandise over his competitor, his trade has increased rapidly, and within three years from the starting in business was forced to seek new quarters, having twice the size of area. He now does more business in one week than the other fellow in one month. He has a good bank account, is respected as an enterprising business man of the community, and seems to have most of the worth while trade coming to his doors.

Now what is the difference between these two dealers? Both started in business at practically the same time, both places are equally well situated, and both maintain practically the same prices. What is this magic influence that favors one, and passes the other by?

## The Reason for the Difference.

Posing in the roll of proprietors of these establishments we may not be able to ascertain the factors of success in the case of the one and the apparent standstill pose of the other. We will, therefore, put ourselves in the position of the consumer, to see what would really influence us to walk out of our way in order to trade at a certain place, rather than stop in to the one nearer our home.

In entering the establishment that has expanded and grown, what do we find? We find, first of all, that there is a large assortment of merchandise on the shelves to select from. The fixtures are better, more modern and up-to-date, and are kept cleaner. The stock is all well arranged. The aisles are broader and kept clear. They are not obstructed by boxes. The clerks are more courteous. The lighting facilities, whether artificial or natural, are of the best. Deliveries are promptly made as per schedule—not delayed until the customer needs the goods and is forced to call up several times before they arrive. In fact, the drug store that has succeeded and left its competitor behind, is selling something more than plain ordinary merchandise.

## Customer Gets Something More Than Goods for His Money.

In entering a store of this kind the customer gets, in the way of courtesy, convenience, clerk attention, delivery service, etc., a sort of little premium in addition to the actual goods which he purchases, which brings satisfaction to him.

In analyzing closely the procedure followed by the successful dealer who is capable of building up a big trade rapidly, we as a rule find his prices as high, if not

a little higher, than his less successful competitor, but in return he gives a little extra service. He gives a touch of something in addition to the actual cold blooded exchange of merchandise for money in his transactions. Perhaps he keeps his establishment cleaner, puts his orders up better, or gives some valued suggestions to his customers regarding the products he carries—or some one of the thousand little things that occur in the daily routine of every business establishment, where there is a chance to be generous to his customers without sacrificing one penny of his due profits.

## Bind the Customers to the Store.

If your business establishment has not been as successful in the past as you may have desired it to be, study your situation over a little bit, and see where and how you can best add those small details which make your customers not only your friends, but a booster for your store.

If you can please the woman of the home just a little bit more in prompter delivery, better service and more accommodating service, it's a pretty safe bet that there will be a powerful influence in your favor, when some of your competitors may try to get this trade away from you.

## IDLE STOCK LIKE CASH HID IN A SOCK

If you had \$500 in cash you would place it as soon as possible where it would earn a profit, wouldn't you?

You wouldn't put it in an old sock and then tuck it away on a shelf? Of course you wouldn't.

There really isn't much difference, so far as earning capacity is concerned, between \$500 worth of stock lying idle on a shelf and \$500 in cash lying idle in an old sock.

Certainly there isn't, and you say no sensible person would tuck away \$500 in a sock.

But how about the dealer who permits \$500 worth of stock to idle away its time on a shelf?

Isn't he just as foolish as the man who tucks away his cash?

Just take a look at your own shelves to-day. Are you sure you haven't stock tucked away that hasn't moved for six months? If you haven't, you are one of a comparatively few exceptions.

But there is no reason why either you or any other merchants should give storage to merchandise that is not in sufficient demand to pay for its keep. *Credit Men's Journal*.

## FOUR TO THE GOOD.

Wife at breakfast: "Could I have a little money for shopping to-day, dear?"

Husband: "Certainly. Would you rather have an old five or a new one?"

Wife: "A new one, of course."

Husband: "Here's the one—and I'm four dollars to the good!"

# FORMULARY

*Special Preparations for the Druggist*

## Corn Sticks.

Resin ointment .....	3 ozs.
Yellow beeswax .....	4 ozs.
Salicylic acid .....	1 oz.

## A Liquid Corn Remedy.

Salicylic acid .....	4 drs.
Ether .....	1 1/4 fl. ozs.
Alcohol .....	2 fl. drs.
Collodion .....	2 1/2 fl. ozs.

This preparation is usually dispensed in quarter-oz. vials, together with a camel's hair brush. The liquid is applied to the corn on three or four consecutive nights. The affected part is then soaked in warm water, after which the corn usually is removed with little trouble.

## Transparent Shampoo Jelly.

Transparent soap .....	100 parts
Potassium carbonate .....	12 parts
Water .....	150 parts
Glycerin .....	50 parts

Coarsely divide the soap and place it in a suitable vessel. Dissolve the potassium carbonate in the water and add it to the soap. Heat over a waterbath until melted; then add the glycerin. When a homogeneous mixture is made, cool a small sample. If this is too firm, add water in sufficient quantity to thin to the desired consistence. Thoroughly incorporate and perfume as desired.

## Caustic Paste for Boils.

Wheat flour .....	112.0 parts
Starch .....	45.0 parts
Corrosive sublimate .....	1.0 part
Aristol .....	1.0 part
Cocaine .....	1.0 part
Monobromated camphor .....	10.0 parts
Phenol, crystallized .....	10.0 parts
Tine, chloride, dry .....	120.0 parts

Water and glycerin as much as may be necessary to form a paste of the desired consistence.

## A Mustard Ointment.

Benzoinated lard .....	3 avoirdupois ounces
White petrolatum .....	1 avoirdupois ounce
Camphor .....	15 grains
Menthol .....	30 grains
Volatile oil of mustard artificial .....	60 minims.

Melt the lard and petrolatum together and dissolve the camphor and menthol in the mixture. When cool, incorporate the volatile oil of mustard.

## Menthol Pencils.

Menthol .....	100 grams
Benzoic acid .....	10 grams
Eucalyptol .....	3 grams

Melt the ingredients together at the lowest temperature possible, mold the mass into cones, and allow these to cool in a covered vessel.

## PRaise for Ice Cream.

Commenting on the bacteriology of ice cream, the "Medical Record" says: "Ice cream has been declaimed against on various grounds, principally, perhaps, on account of its frequently reported uncleanness. There is no question, however, that ice cream made under strictly hygienic conditions is, in addition to its grateful palatability, especially in hot weather, a nutritious food, and its use in certain complaints is of considerable value from the dietetic standpoint. The statement has been made that the distribution of bacteria in ice cream is markedly uneven, that there is so great variability in the bacterial counts of different portions of the same container that any small sample selected for analysis will not represent the whole mass of the ice cream.

"This statement is disputed by S. Henry Ayers and W. T. Johnson in Bulletin No. 503, U.S. Department of Agriculture, who give an account of the manner in which they determined bacteria in ice cream. As a result of their investigations they came to the conclusion that the method of collecting samples and making bacterial counts used in the experiments gives results which indicate that bacteria in commercial cream are distributed quite evenly, and that an analysis of one sample from a gallon of ice cream gives results which will hold for any other sample from the same gallon.

"Storage of ice cream for eleven days in a commercial ice cream cabinet, or in a hardening room for a period of two months, did not seem to cause an uneven distribution of bacteria. In a series of from five to ten samples taken directly from a large commercial freezer, the bacterial counts on each sample checked within the usual limits of error of bacterial analysis. No greater variation in bacterial counts between samples were observed when the plates were incubated at 37 degrees centigrade for 48 hours than when incubated at 30 degrees centigrade for a period of five days.

"When dilutions were such that about 200 colonies were present on the plates a lower variation between counts of samples of ice colonies per plate. The variation in plates made from the same was found to range from 7 to 26.6 per cent. Among duplicate plates a variation as high as 41 per cent. was observed.

## WHO MAKES THESE ITEMS?

Cosmetics for the Face of Nature.  
Manicure sets for the Right Hand of Fellowship.  
A dentifrice for the Teeth of the Gale.  
A wash for the Mouth of the River.  
A soap for the Foot of the Mountain.  
Eyebrow pencils for the Brow of the Hill.  
Powder for Anthony's Nose.  
Pomade for Maiden's Hair.  
Brilliantine for the Beard of the Prophet.  
Lipsticks for the Lip of the Canyon.  
A safety razor for A Close Shave.  
Cold cream for the Skin of Your Teeth. -Toilet Requisites.

## WOULD FORCE ONTARIO DRUGGISTS TO HANDLE LIQUOR.

The Ontario Medical Association in convention in Toronto this month expressed annoyance at many of the features of the Temperance Act. They will ask the Government to make the following changes in the Act: 1. Elimination of the prescription form of the nature of the disease; and 2. make it obligatory for all druggists to carry in stock whiskey and brandy in original six ounce bottles.



## Unusual Business Recipes

*From Our Exchanges*

### LET MONEY TALK TO THEM.

Did you ever see many persons who failed to look at money? There's an idea in this that can be used to impress the price of some article which you want to make a leader. Instead of using an ordinary price-tag show the coins that will be required to purchase the article. These coins can be attached to any card with rubber cement. They first should be polished—make them as bright as possible. Then below your coins, after you have them on the card, and these words: A Bright thought—Money Talks. This Bunch Says (Name of article).

### AN AEROVIEW OF THE STORE.

Since the great war most everybody is familiar with scenes taken from an aeroplane or an observation balloon. Most of them have seen maps so made. You can have a sketch made of the lay-out of your store (as if you were looking down on it from above) showing the different departments and where various kinds of goods may be found. This can be used in newspaper advertising, on cards or for a window display and will attract considerable attention if it is labelled "An Aeroview of Our Store."

### TIMELINESS IN ADVERTISING.

Timeliness is an essential factor in all forms of advertising. When you can couple up your window displays, your newspaper advertising or any kind of publicity with some current event you are gaining ground with the public. You have them thinking that you are always up-to-date in your advertising and consequently your methods and merchandise must be up-to-date. The number of strikes has been one of the main topics of the day. Why not set people to thinking about your store in connection with this topic? At a certain time each day pull down the curtain over one of your display windows and show a placard: This Window Has Gone on a Strike and Refuses to put in Over 8 Hours a Day. It Ought to Take that Long to Impress Everybody With the Merits of Our .....

### BURNING MONEY EFFECT.

Build a fire retainer such as used by out-of-door campers, by piling up bricks or stones to a height of 3 or 4 inches and until they form 4 walls, leaving an open space of 1½ to 2 feet square in centre.

Obtain a small red electric incandescent globe and connect with insulated wire to main wiring of your store. Place globe in the open square, running the wire in from the rear and through the stones. Pile bills in on the light globe and weight with a few small lumps of coal.

Turn on the current and the red glow coming from under the bills and coal gives a fire effect especially suited for use with a drive on special merchandise, and one which allows for good window card copy with headings similar to "Stop Burning Up Money."

If you are a merchant in a town without electric light facilities, purchase a pocket flashlight with a large lens and paste red tissue paper over the lens.

### AN ODD ONE.

A Southern dealer placed three old weather-beaten hats in a window together with a window card offering prizes to the first three customers who gave correct names of the former wearers of the hats with the provision that no prize would be given to any relative or member of the household of any owner of the hats.

This offer can be varied by you to include the display of three neck ties, three vests, watch-chains, or any other article of wearing apparel or jewelry. If you are fortunate enough to obtain articles which have been worn three or four years back you have an advertising stunt which will puzzle the mind of everyone noticing the display and which will bring your store quite a little favorable comment about its originality.

### HOW TO MEASURE SUCCESS.

Rulers, yardsticks and tape-measures are advertising novelties that are kept and used frequently. Therefore the advertising thereon is long-lived. If you use this form of advertising you can profitably adopt the slogan "Our success is measured by satisfied customers." This is a phrase which need not be limited to the souvenirs you distribute but can be used on every measuring or weighing device in your store—scales, measures, containers, etc. Have your printer make up some slips with the phrase and the name of your store on it and use them at every opportunity.

### INVITE PHONE ORDERS IN A NEW WAY.

If you cater to orders by telephone there are many different ways in which you can emphasize your readiness to give good service on this class of business. The principal aim is to get away from the stereotyped announcement that all telephone orders are promptly filled. Here is a plan which you can utilize. Have cards or circulars printed using a cut of a telephone and alongside of the picture: Try This on Your Buying Voice—Main 1234. Brown's."

This catchy idea can also be used effectively on outdoor signs, on stickers to be attached to parcels you wrap up in the store, with a window display, for movie slides, with a rubber stamp and in a variety of ways.

### POOR WINDOW ADVERTISING

Probably the commonest mistake made in connection with window display arises from the belief held by many merchants that the success of a window is measured by the number of people who stop and look at it: the prevalent idea that a crowd in front of a window indicates the practical value of that display is erroneous. This point of view is substantiated by calling attention to the fact that, although compact crowds can be drawn to the window by displaying live animals, war relics, or pictures of current events, the people who constitute these crowds are merely customers, and little or no attention is given to the rest of the window. Furthermore these curiosity-seekers shut off the view of any one who might want to look at the merchandise. It is very easy to draw a crowd by a picture of a championship game or a war relic, but a little first-hand observation will convince any one that such objects do not the very purpose of the window display, which is to fix the attention upon something that is for sale.

# NEWS OF THE TRADE

*From Coast to Coast*

## Maritime Provinces.

F. H. Rudderham, druggist, of Sydney, N.S., suffered loss by fire in early May.

The Leger Drug Co., Moncton, N.B., has let the contract for remodelling of building at cost of \$8,000.

The offices of the Halifax Retail Druggists' Association elected at its annual meeting were: President, E. J. Butcher; vice-president, H. A. Watson; secretary, Edward Dunsworth; treasurer, J. D. Walsh.

## Quebec.

The Scobell Drug Co. of Montreal has been registered. A. Maillett, druggist, of Montreal, has recently been registered.

H. P. Fabien, druggist, Montreal, has recently been registered.

Pharmacie Central du Canada, Ltd., of Montreal, has been registered.

Dr. V. Rheanne, of Montreal, has sold his drug store to L. R. Gignac.

Meikleham & Dalton, of Galt, Ont., have purchased the store of A. L. O. Baker, of Preston, Ont.

Reynolds & Christie, druggists, of Montreal, have sold their branch at 1295 Wellington Street to W. M. Barnes.

Dr. J. W. Cull, formerly in the drug business in Mitchell, Ont., passed away this month. He was appointed to the Customs in 1893, but relieved of active duties in 1913 on account of illness.

## Ontario.

J. M. Cutting, druggist, of Toronto, has sold to W. L. Edwards.

The Dundas Pharmacy, Toronto, has recently been registered.

Harry H. Warren, druggist, of Toronto, has sold to R. C. Post.

T. M. Weir, of Thamesford, Ont., has been succeeded by Jones & Renwick.

A. L. O. Baker, druggist, of Preston, Ont., has sold to Meikleham & Dalton.

F. W. Pentz, of Windsor, has returned from a trip to his old home at Shubenacadie, N.S.

A new store has been opened in Ford, Ont., by M. M. McCormick, with W. H. Pole as manager.

The United Drug Co., Toronto, has let contract for additions to manufacturing building costing \$130,000.

Roy Miller has opened a drug store in Windsor, Ont. He was with Bruce Wallace of London before going overseas.

L. G. Egglestone, formerly of London, Ont., has been appointed managing director of the H. H. Hashmall store, Dundas Street West, Toronto.

Major-Gen. J. T. Fotheringham, C.M.G., Director-General of Medical Services for Canada, and Mrs. Fotheringham, have arrived back in Canada after some months in the West Indies.

W. N. Kirkland, Galt, Ont., has sold his drug business to J. H. Pringle, of Watford, Ont. He has been in business in Galt for 27 years. After a rest he will continue the optical department of his business.

## Manitoba.

P. H. Kennedy, of Brandon, Man., was recently East on a business trip.

L. W. Fumerton, druggist, of Reston, Man., has sold to H. B. Chapman.

Chas. H. Baird, druggist and stationer, Winnipeg, has returned from a trip East.

The name of Standard Remedies, Ltd., Winnipeg, has been changed to Maniton Remedies, Limited.

## Saskatchewan.

J. E. R. Ramsey, of Carnduff, Sask., has succeeded Dr. W. T. Lockart.

Leonard Fysh, of Moose Jaw, is remodelling and enlarging his drug store.

The Clancy Drug Co., Dr. Clancy has succeeded N. McMillan, of Punichy, Sask.

Hill's Pharmacy, Ltd., Regina, Sask., has been incorporated with a capital stock of \$15,000.

Messrs. Sharpe and McMillan have purchased the drug business of C. C. Godfrey, Norquay, Sask.

The Unity Drug Co., Ltd., Unity, Sask., has been incorporated with a capital stock of \$5,000.

The Jack Pharmacy, Ltd., of Elrose, Sask., has been incorporated with a capital stock of \$20,000.

The capital of the Moose Jaw Drug & Stationery Co., Ltd., has been increased from \$10,000 to \$50,000.

Northern Wholesale Druggists, Limited, of Saskatoon, Sask., have been incorporated with a capital stock of \$50,000.

## Alberta.

L. R. Harvey, druggist, of Killam, Alta., suffered fire loss recently.

W. G. M. Johnston, of Edmonton, has returned from a business trip to Eastern Canada.

At the election of the Alberta Pharmaceutical Council, Messrs. T. R. Blaine, M. R. Maybank and Hiram McKechnie were elected. Mr. Blaine is in business at Bow Island; Mr. Maybank at Olds, and Mr. McKechnie is the Western Representative of The Martin, Bole & Wynne Co., Ltd., and a member of McKechnie & Graydon, Ltd., at Coronation. The retiring members were Prof. H. H. Gaetz, G. H. Graydon and J. H. Lines.

## British Columbia.

Gordon L. Agnew has taken over the management of the Cranbrook Drug and Book Co., Cranbrook, B.C.

Hill's Drug Store is being opened at Cloverdale, B.C., under the management of Dr. Fred Douglas Sinclair.

The Victoria Drug and Photographic Co., Ltd., of Victoria, B.C., has been incorporated and has acquired the business of the Victoria Owl Drug Co., Ltd., with Leonard Stanley Pusey as manager. The Victoria Owl Drug Co., Ltd., will re-open at Johnson and Douglas streets with Arthur F. Thomas as manager.

## O.C.P. NOTES.

The Council of the Ontario College of Pharmacy opens its semi-annual session on June 7.

There are over 100 graduates writing on the examinations for the degree of Phm.B. this year.

Recent visitors to the O. C. P. included John A. Maher of Picton, H. A. Abor of Campbellford, W. G. M. Johnson of Edmonton, P. A. Kennedy of Brandon, A. L. Smith of Port Arthur, P. E. McCool of North Bay, and Chas. A. Baird of Winnipeg.



### INTERESTING LECTURE ON MECHANICAL TOYS.

On May 11th at the Y.M.C.A. Hall, Toronto, with Thomas E. Menzies, president of the A. C. Gilbert Menzies Co., in the chair, Mr. A. C. Gilbert, president of the A. C. Gilbert Co., talked about the ideals of his company, to an audience that showed great appreciation of the address. The company specializes in the manufacture of mechanical toys, and Mr. Gilbert makes a special effort to get into direct personal contact with boys, by correspondence, and through the Gilbert Institute of Engineering. In this institute degrees are awarded to boys who show special aptitude in grasping and applying the principles which underlie the construction of Gilbert scientific toys.

Surrounded by a number of mechanical toys and scientific instruments which he used during the address, Mr. Gilbert gave a lucid explanation of his ideas and objects. He showed how easy it was for children to acquire the elementary principles of several applied sciences—to weigh air, measure light, heat, sound, etc.,



A. C. GILBERT

and use wireless instruments for communication between great distances. He demonstrated the fundamental features of the magnet and entertained the audience with a number of experiments in physics.

The ideals of the company were summarized on a large chart displayed during the address. They were:

1. To instil into boys the spirit of leadership.
2. To bring science down to a boy's understanding.
3. To make the Gilbert Institute of Engineering one of the great movements.
4. To manufacture merchandise of quality, character, and individuality.
5. To give a square deal to boy-customers, business associates, dealers and distributors.
6. To develop the spirit of co-operation and enthusiasm.

Each of these points were enlarged upon in interesting and holding language, and applause was frequent and hearty.

### DEATH OF FRANK G. RYAN.

Frank G. Ryan, president of Parke, Davis & Company, died suddenly from pneumonia April 20 after an illness lasting but three days. Mr. Ryan was born in 1861 in

Marcellus Falls, N. Y., and was educated in the public schools of Elmira. After several years' experience as a drug clerk in the pharmacy of Brown & Dawson, Syracuse, N. Y., he entered the Philadelphia College of Pharmacy and was graduated therefrom in the class of 1882. Shortly thereafter he was appointed to a position on the college staff, and he remained a member of the faculty for fourteen years.

During the summer months, in order to use his leisure productively, he did sales and detail work for Parke, Davis & Company, and finally in June, 1900, he severed all other connections and joined the staff of that house in the capacity of chief pharmacist. Within three years hereafter he began passing through a remarkable series of promotions. He was first elected to membership on the board of directors; he was next made secretary of the corporation; he was then elevated to the vice-presidency; and in April, 1907, he became president of the company and occupied this office until his death.

### SHORT COURSE IN OPTOMETRY AT O.C.P.

THE Optometry Act now in force in Ontario requires that all persons, except returned soldiers, who desire to register as Optometrists must take a course of instruction in optometry of 1,000 hours, and pass an examination. Returned soldiers, who before September 1st, 1920, present evidence to the Provincial Optometry Board that they are competent to practise optometry, will be exempt from these requirements.

In order to enable returned soldiers to take advantage of this exemption, the Ontario College of Pharmacy has arranged to give a six weeks' course in optometry, beginning on June 1st, 1920. The course will consist of lectures and practical work, followed by an examination, conducted by the faculty. Successful returned soldier students will be permitted to register as qualified optometrists without further examination.

The course will also be open to registered optometrists, who feel the need of post-graduate work to extend their knowledge of the science, and it is believed that many pharmacists who are now practising optometry will find it to their advantage to avail themselves of this opportunity.

### The Curriculum.

The course will be made as practical as possible, and will include instruction in the following subjects:

The Action of Drugs upon the Eye and its Appendages, by Prof. Chas. F. Heebner, Ph.G. (N. Y.); Phm.B. (Tor.), Dean of the Ontario College of Pharmacy.

Anatomy and Physiology of the Eye. Diseases of the Eye, by Paul I. Scott, M.B., Professor of Biology, Ontario College of Pharmacy.

Light. The Structure and Properties of Lenses, by Geo. A. Evans, Phm.B., Professor of Chemistry and Physics, Ontario College of Pharmacy.

Applied Optics. Refraction. Objective and Subjective Examination. Dynamic and Static Skiascopy. Muscular Imbalance. Ophthalmoscopy. Frame Fitting. Lens Grinding. Dispensing, by W. W. Parker, President of the Optometrical Association of Ontario.

The fees for the entire course will be \$75.00.

## TANGLEFOOT

**The Non-Poisonous Fly Destroyer**

The U.S. Dept. of Agriculture says in the Bulletin: Special pains should be taken to prevent children from drinking poisoned baits and poisoned flies dropping into foods or drinks.

## Results of Examination at O.C.P.

THE results of the final examinations of the Ontario College of Pharmacy have been announced. This year's class was known as the "Victory Class," there being more than 100 returned men writing on the examinations. A new medal awarded by the college for prescriptions was won by a lady student, Miss Brina Weinrobe, of Vancouver, B.C. The results follow:

**General Proficiency Medals**—College Gold Medal—Albert E. Coutts, Perth. College Silver Medal—Dean R. Russell, London. John Roberts' Scholarship—Albert E. Coutts, Perth. John Roberts' Gold Medal—Stanley C. Lemmex, Smith's Falls.

**Subject Medals**—D'Avignon Medal (dispensing)—Mervyn T. Saunders, Oshawa. Pharmacy Medal (Hoehner)—Dean R. Russell, London. Chemistry Medal (Chambers)—Thomas V. Rogers, Smith's Falls. Botany Medal (Scott)—Harry L. Taber, Curries. Materia Medica Medal (Fotheringham)—C. Alan Hobley, Barrie. Practical Chemistry Medal (Evans)—George R. Harland, Guelph. Prescriptions (College)—Miss Brina Weinrobe, Vancouver, B.C.

### Passed With Honors.

In order of merit—Albert E. Coutts, Perth; Dean R. Russell, London; Stanley C. Lemmex, Smith's Falls; C. Alan Hobley, Barrie; Kenneth Edward Warren, Hespeler; Roy G. Nunn, St. Thomas; George C. Knowles, Brantford; Harry L. Taber, Curries; Isadore I. Cohen, Ottawa; Forrest W. Walker, Vancouver, B.C.; Brina Weinrobe, Vancouver, B.C.; Norman E. Rippon, Woodstock; Wilbert S. Horne, London; (Geo. S. Goodyear, Woodstock; Duncan A. McIntosh, Vancouver, B.C.); Ernest E. Axford, St. Thomas; Thomas W. Ord, Stratford; (William G. Strachan, Penticton, B.C.; Harold V. Rogers, Lindsay; John E. Teetzel, Highgate; Aubrey A. Brown, Toronto); (Thomas V. Rogers, Smith's Falls; Thomas H. Dick, Seaforth); Ezra F. White, Windsor; Harry A. Renton, London; (Dan J. Saya, North Bay; Oshwell N. Whitten, Long Branch); (Albert J. Woods, Mount Forest; Elgin L. Brien, Lindsay; Harold G. Clemens, Blenheim; Ernest C. Root, Guelph; Norman M. Wilson, Peterboro); (John McMillan, Nanaimo, B.C.; Sinclair Sebram, London); (Mable E. Amy, Drayton; John R. Stewart, Lindsay; Fred C. Farrant, Mitchell; Clifford K. MacDougall, St. Catharines); (Lloyd E. Closs, Sault Ste. Marie; George N. Hewson, Arthur; William Leslie, Toronto); (Arthur G. MacHaffie, Cornwall; Justin H. Dyer, Stratford); (Norman M. Lee, London; W. Wallace Armstrong, Peterboro; Charles H. Carter, Thorold; Robert Gordon Smyth, Oshawa); (Mervyn T. Saunders, Oshawa; Clarence A. Jones, Owen Sound; Ben Rapp, Toronto); (James C. Geddes, Blyth; George H. Pauley, Belleville; Gerald L. Moote, Dunnville); Stanley B. MacPherson, Smithville; John W. Reid, Guelph; (George R. Harland, Guelph; Henry V. Moore, Toronto); Allan F. Knechtel, Wingham; John Henry, Toronto; Harold G. Penwarden, St. Thomas; (Arthur T. Murphy, Arnprior; W. Nelson Tovell, St. Marys; Victor G. Tovell, St. Marys; James W. Foote, Port Colborne; Fred W. Nolan, Owen Sound; John C. James, Toronto); (Harold C. Morris, Erin; Robert C. Hales, Winnipeg, Man.); Lillian Bounsall, Bowmanville; (C. W. W. Craven, Hamilton; Hilliard B. Fennell, Bradford; Delos C. McKay, London; Edward M.

Creighton, Owen Sound; William D. Aikenhead, Almonte; Robert M. Grieve, Guelph; W. B. Keetch, Sault Ste. Marie; William E. Quinsey, Cayuga; Horace L. Riley, Toronto; Ivan L. Smitheram, Fenelon Falls; Alby L. Hooker, Toronto; (Jas. E. Keating, Toronto; Harry J. Mackay, Tavistock); Joseph S. Laing, Huntsville; Wilfred Abell, Owen Sound; Jas. E. Lenahan, Owen Sound; Truman A. Bell, Arthur; Charles F. Weegar, North Bay; Hazel S. Mitchell, Drumbo; (Edwin L. Brooks, Toronto; William J. Lucas, Toronto); (G. Franklin Findlay, Owen Sound; Duncan Gray, Blind River); Ira L. McCall, Chatham; Saxon P. Chapman, Brantford; Harold David West, Toronto; Welland R. James, Cornwall; George W. Brooks, Blind River; Donald H. Stewart, Dutton; (Hugh H. Boyd, Uxbridge; H. Russell Marshall, Brighton); Thomas Quinn, Sault Ste. Marie.

Names bracketed above are equal in marks.

### Pass List.

(Alphabetically arranged.)

George J. Benninghaus, Sault Ste. Marie; Edgar C. Brown, Cornwall; Joseph P. Charron, Ottawa; George W. Clarke, Campbellford; William T. Combe, Niagara Falls; Bertrand J. Connolly, North Bay; Herbert E. Cox, St. Thomas; LeRoy M. Devitt, Waterloo; Alfred J. Dickson, Toronto; Charles E. Dobson, Warton; R. Stuart Fox, Brussels; Michael E. Gleason, Sarnia; Grace H. Griffiths, Decew Falls; Ernest R. Hall, Norwood; Fred V. Hinman, Cobourg; Robert M. Hobson, Niagara Falls; Robert William Irwin, Midland; Rayford E. Kelly, Oshawa; John H. Knight, Toronto; Elie R. Lavolette, Ottawa; Louis Lightstone, Ottawa; Urban J. Lynch, Toronto; Robert Mainprize, Mount Albert; Robert S. McHardy, Toronto; Raphael R. McKindsey, Forest; William C. Newman, Niagara Falls; Robert J. Parker, Penetanguishene; William R. Pew, Niagara Falls; John P. Phelan, Guelph; James A. Ragsdale, Smiths Falls; Christine E. Robertson, Comber; Cleland Russell, Vancouver, B.C.; Percy M. Shufelt, Smiths Falls; Gladys R. Walters, Niagara Falls; William A. Webb, Toronto; Wilbert W. Wheaton, Thorndale; Albert D. Wilson, Toronto; Hugh L. Wing, Kitchener.

The following must take supplementals in subjects named: Norman H. Davis, Chatham, prescriptions, theoretical pharmacy; Felix P. Daniel, Chatham, theoretical chemistry, practical chemistry, theoretical pharmacy; John A. Pape, Toronto, botany, theoretical pharmacy, materia medica; Morris D. Pitzerman, Toronto, theoretical chemistry, theoretical pharmacy, botany; D. N. Thompson, Uxbridge, prescriptions, practical chemistry, theoretical pharmacy; William H. Stanley, Lucan, prescriptions, materia medica, botany.

### RESULTS OF B.C. EXAMINATIONS.

Those who passed the examinations of the British Columbia Pharmaceutical Association and are entitled to register as Licentiates of Pharmacy (with names in order of merit) were as follows:

Francis Earl C. Grummett (Vancouver Drug Co., Vancouver); George Baillie (Vancouver); Augustus Bailey (Cunningham, Vancouver); George Wendell Fisher (Jas. W. Harcus, Vancouver); Wm. V. Tomlinson (Calgary); Allan Edwy Davis (Reliable Pharmacy, Vancouver); John G. MacFarlane (Calgary); P. R. M. Wallis (H. E. Wallis, Victoria); Donald J. Buckley (Hazelwood, Trail); George Roland Heyworth (Vancouver) and Robert Geddes Stewart (W. J. Vernon,



# The "D. & L." PRESCRIPTION 1920

**Improved Hypophosphite Medication in two forms**

**WITH SUGAR**

**WITHOUT SUGAR**

**Large Size - \$12.00 per dozen**

**Medium Size - \$8.00 per dozen**

**Small Size - \$4.00 per dozen**

Through extensive sampling, the physicians of Canada have been made fully acquainted with these improved forms of Hypophosphite Medication.

The response has been prompt and widespread. Obtain your share of these Prescriptions by ordering a quantity to-day.

**Davis & Lawrence Co.** Manufacturing Chemists **356 St. Antoine St., Montreal**

Vancouver: equal; Wm. S. McKeown (Vancouver) and Irvin Groh (Palm Drug Company, Ltd., Vancouver) equal; Edward Chas. Lavis (Atkinson, Vancouver); George Francis Fox (Vancouver); T. J. R. Jones (Couzens', Vancouver).

Passed now and on a previous occasion:—Harry Cameron Fisher (Curtis, New Westminster).

Granted Supplementary in subjects starred: Leonard E. H. Fulmer (Vernon), dispensing.

### Minor Examination.

The following passed and are entitled to register as "Certified Clerks" (names in order of merit):—George Palmer Doran (J. Robertson, Victoria Drive, Vancouver); Harold Wharton Warner (Vancouver General Hospital); Thomas Wilkes Kennedy (Curtis, New Westminster); Herbert W. L. Fee (Cunningham, Van.); Robert Cochrane (Atkinson, Vancouver); Robert W. Smith (Boyer, Vancouver); John Q. Adams (Cunningham, Vancouver); John Poole (F. A. Wilson, Vancouver); Williamina George (Dr. W. G. Morris, McKay); Fred. C. Turville (Vancouver Drug Co., Ltd., Vancouver); Ernest C. Reyeraft (Vancouver Drug Co., Vancouver).

Passed now and on a previous occasion: Carlos G. Frost (Van. General Hospital); Robert Joseph Rennie (Davis, New Westminster); Esmond Parker Yarwood (Cunningham, Vancouver).

Granted a Supplementary Exam. in subjects starred: George C. Campbell (Fred G. Brown, Vancouver); chemistry: Alex. J. McCarthy (Campbell, Victoria); chemistry and materia medica; Cecil Milloy (Merryfield & Dack, Victoria); pharmacy; David Walker (Reliable Drug Store, Vancouver), chemistry and pharmacy.

### VIGOROUS CAMPAIGN AGAINST ILLEGAL DRUG TRAFFIC.

The passage of the Opium and Narcotic Drug Act through Parliament marks the beginning of a vigorous campaign in Canada against the illicit trading in opium and its derivatives, cocaine, morphine, heroin, etc., which form the basis of the drug habit on this continent. While the registered imports in these drugs have fallen off by several hundred per cent. in the last ten months, during which the activities of the Canadian Health Department have rendered the traffic difficult, there remains much to be done in the way of restricting illicit traffic, which is said to have centred in Canada for this country and the United States for some years.

Many addicts from the United States are coming to Canada in the hope of obtaining drugs which the stringent laws of their own country denies to them. In Montreal there are many United States citizens who are addicts, and reports of physicians in Winnipeg show that about 80 per cent. of the addicts there are also United States citizens.

### DEATH TAKES EDGAR BOYLE.

Edgar Boyle, druggist, and one of Brampton's most highly respected citizens, and former lacrosse player, died after an illness of five weeks, from heart trouble. Deceased was born in Brampton in 1870. For many years he conducted a drug business in London, returning to Brampton in 1908. He was a member of St. Paul's Methodist Church and a Liberal in politics. Mrs. Boyle and four sons, Edgar of Toronto, Robert, Cathern and Stanley at home, and one daughter, Muriel, of Orillia, survive.



## Druggists Know

that one of their biggest  
sellers, and their steady  
all-the-year-round seller,  
is

# MURAD CIGARETTES

This is because Murad  
quality is maintained all  
the year round.

In packages of 10, and  
tins of 50 and 100.

*At All Wholesalers*

## HINTS TO BUYERS

### NO "BAYER" OFF-SEASON.

The Bayer Company has taken the sensible ground that there is no off-season for "Bayer Tablets of Aspirin." They are backing up their faith by more than doubling the usual amount of their summer advertising appropriation. They will use big space all through the warm months and continue to drive home the fact that there is only one Aspirin "Bayer" and that the name "Bayer" is on genuine Aspirin, prescribed by physicians for twenty years.

The Bayer Company is spending a fortune to tell the people that "Bayer Tablets of Aspirin" have been proved safe by millions. Druggists are asked to get ready to meet an extraordinary summer demand by doubling their ordinary summer orders.

The "Bayer" sales plan carries with it no risk to druggists. "Bayer" products can never become "dead stock." They are sold under a guarantee and are returnable for cash at any time. Advertising in druggists' home newspapers is an important part of "Bayer" sales service which all druggists appreciate. Bayer has mastered the important business art of continuous co-operation. Druggists who have seen the new "Bayer" window display in colors are enthusiastic about it. Those who have not received theirs are invited to write at once to The Bayer Co., Ltd., 52 Sandwich Street West, Windsor, Canada, and they will at once receive the artistic "trim" postpaid.

### MAKERS OF UNTARNISHABLE PHOTO FRAMES.

One of the finest photo frame catalogues we have seen is that issued by Whitehouse, Willetts & Bennion, Ltd., the well-known English manufacturers of untarnishable photo frames. Illustrations are shown of a wide range of lines of varied design, construction and material, with many unique and new offerings that will allow the dealer to easily select a stock of frames to suit his purpose or appeal to the people who patronize his store. The outstanding features of all the frames manufactured by this firm is that they are guaranteed to keep their color. Their catalogue of over 100 pages, well gotten up and printed on good paper, will be sent on request by this firm—Whitehouse, Willetts & Bennion, Tything, Worcester, England.

### ADVANCE INFLUENCE OF THE EVEREADY DAYLO \$10,000 PRIZE CONTEST.

Unparalleled interest has been manifested by dealers all over the United States and Canada in the Eveready Daylo \$10,000 Prize Contest, which begins June 1st and lasts until August 1st, and that this has had a marked effect on sales is shown by the fact that the April and May business of the American Ever Ready Company has shown a substantial increase over that for the corresponding months of last year.

The stage is all set, and on June 1st will occur the opening of the greatest publicity and sales campaign ever offered the retail trade by an American manufacturer. A last call for contest material has gone out to dealers who are not already signed up as team workers. This material consists of the sensational picture which forms the basis of the public's participation in the contest, the



holders used to display models of the Eveready Daylo, other decorative window dressing, and an adequate supply of the contest blanks on which the answers must be written.

A nation-wide newspaper and magazine advertising campaign is being carried on, and news of the contest will reach upwards of thirty million readers. More than ten million contest blanks will be distributed to the public.

### "CELLOPHANE" FOR WRAPPING PURPOSES.

"Cellophane," which is a transparent film of pure cellulose, is air, grease, and odor proof and unaffected by heat, cold or moisture. It is suitable for wrapping any of the goods in which the druggist and pharmacist deals, and its transparency makes it particularly serviceable as a wrapping for all goods displayed on counters and in windows. The boxes, bottles, etc., are kept clean and fresh, while at the same time are as clearly viewed as if they were unwrapped. The manufacturers will be pleased to forward prices, samples and particulars on application. Their address is The Cellophane Company, 15 Cullum Street, London, E.C. 3.

### SPRING NUMBER OF THE PEN PROPHET.

It is always a pleasure to read the Pen Prophet, which the L. E. Waterman Co., Limited, issues four times a year, the Spring number, just to hand, being especially interesting.

There are a number of articles in it which should offer money-making suggestions to every dealer with any possibility for building up a fountain pen trade.

One dealer's experience is enlarged upon and it strikes the writer as an excellent guide to aggressive dealers who realize the value of advertising their business locally.

From the handsome cover to the last word, the Pen Prophet bristles with selling ideas, mostly applicable to Waterman's Ideal Fountain Pens, but many of them adaptable for a general increase in trade.

Any store-keeper or clerk who would care to receive the Pen Prophet regularly should make request to the L. E. Waterman Co., Limited, 179 St. James St., Montreal.

### Eade's Celebrated Gout and Rheumatic Pills

The Old Established Remedy for Gout, Rheumatism, Rheumatic Gout, Lumbago, and all Muscular Pains. They neither require confinement nor alteration of diet, and in no case can their effect be injurious.

Sold by all Chemists in Bottles. Prepared only by

George Eade, 232, Goswell Road, London, Great Britain

## Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

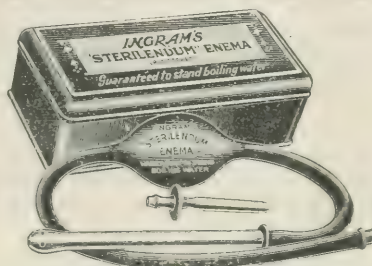
Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine. The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.

## INGRAM'S BRITISH-MADE SEAMLESS ENEMAS

The "STERILENDUM" Enema (Regd.)



STERILIZABLE IN ITS ENTIRETY

Fitted with Aseptic Glass Pipes and Valves. Guaranteed not to Split. No Metal Parts. Best Quality Rubber.

### INGRAM'S REGISTERED ENEMAS:

"ADAPTABLE"	"ATALANTA"
"ECLIPSE"	"UTILEMA"
"STERILENDUM"	"ZENITH"
"ZEBINA"	"PERFEX"

### INGRAM'S LONDON

Original Inventors and Manufacturers of the Seamless Enema

The "ZEBINA" Enema (Regd.)



Guaranteed not to Split.

Ordinary Bulb.

Practical Workmanship. Perfect Construction.  
Fitted Complete with Bone Rectum and Gum Vagina Pipe and Leather Shield, and packed in an attractive Card Box.

Selling Agents throughout Canada, Sharland & Co., Eldon St. House, London EC2, England

Made by the firm of Ingrams, London, Scientists, Manufacturers of Surgical India Rubber Goods. Established in London in 1847, and whose Brand, "Ingram's London," is a guarantee of Quality.

**J. G. INGRAM & SON, Limited**

The London India Rubber Works

Hackney Wick, LONDON, E.9., England

# CAMERAS *and* PHOTOGRAPHIC SUPPLIES

*A department of means and methods of increasing business in cameras and photographic supplies*

## PHOTOGRAPHIC SUPPLIES PROVE GOOD SIDE LINE

A DRUGGIST might have all the radium in the world stored away in an old oyster can in his basement—and what good would it do for him if he kept the secret to himself? Not a solitary nickel could be made out of it if he didn't let the fact be known.

It is undoubtedly true that the highest measure of success with a camera line is reaped by the man who takes an interest in photography. Yet such an interest with its accompanying technical knowledge, is not absolutely necessary. A great many druggists are selling cameras who couldn't get the proper light on the family bulldog if they tried a week.

### Dealer Should Understand Line

However, no man should try to sell any line until he has learned as much about it as circumstances will per-

mit. He can at least read up; and the literature on the subject of cameras is very comprehensive.

This class of goods lends itself readily to the advantages of window display. A trimmer ought to experience little difficulty in this respect. Not only are the cameras themselves interesting, but back of them is all that wealth of material which the cameras stand for. There would seem to be no excuse for not shaping up an attractive window.

We devote one window exclusively to the display of this class of goods during the summer months. People get in the habit of looking in this window for anything

new in cameras and supplies, and also become very much interested in the photographs which are shown in connection with them.

We do practically the same thing in our store; that is, we aim to keep up interest by having the goods where they may be seen from the sidewalk. Always the same window, though; we do not keep people guessing. We let them know that one of our windows is a camera window.

We maintain an inside display, during the height of the season, also. After adding a camera line, we gradually edged into the finishing business, and have found it profitable. One scheme that we found worked to advantage was to supply each customer who bought photo supplies with a small card on which certain amounts were indicated along the edges. Whenever he made a purchase the amount of that purchase was punched out in the card, and when the aggregate figures reached \$5.00, the customer was entitled to a 16-by-22-inch enlargement from any negative that he might submit. We did this until we had a good trade established, then abandoned the plan to take up other schemes. —Edwin H. Poole.

### A GOOD CAMERA WINDOW

Dealing in cameras and camera supplies has grown to be quite a profitable side-line with the druggists. Almost every little country drug store has a stock of cameras and camera supplies, and many stores do developing. However, photographic goods must be displayed often if the maximum sales are to be attained. People do not think to buy such goods unless they see them. The following neat little display will be found effective:

The floor and background for this window should be in red to properly contrast the dark colors of the cameras. Then place your largest camera, which should be on a tripod if possible, in the centre of the window well back from the front. If you have none in stock which are equipped with tripods, place this camera on a pyramid. Arrange smaller machines on either side on correspondingly low pedestals. From your stock of prints select a good picture from each sized camera displayed. Paste these prints on the front glass of the window, each print directly in front of the camera which takes exposure of that size. From each of these prints run a tiny ribbon, preferably white, and color to its corresponding camera. A few other assorted cameras may be placed around on the floor to good effect. Every machine should be plainly marked. The following two cards will appropriate this display:

A CAMERA FOR EVERY NEED,  
PRICES RIGHT.

and

"VACATION TIME. TAKE A CAMERA  
WITH YOU." ALL SIZES AND  
PRICES.

## Make the Boy Happy

Your boy wants a camera; he wants to "take" pictures, because it is fun for him.

But you know that taking pictures is more than fun for the boy—it's an education—it intensifies his power of observation to a remarkable degree—and that is worth much to your boy.

And while you are at it, get him one of those Blank cameras, because they are easy to operate, they make fine pictures, and the cost is very little, compared to the amount of enjoyment and instruction he will get out of it.

We have this camera in six sizes and they cost \$3.00, \$4.50, \$10.00 and \$16.00.

We have also all the necessary supplies and will help your boy to learn everything about picture-taking that he wants to know.

## Smith & Jones

Telephone Main 75

A good newspaper advertisement is essential to the sale of cameras and photographic goods.

mit. He can at least read up; and the literature on the subject of cameras is very comprehensive.

This class of goods lends itself readily to the advantages of window display. A trimmer ought to experience little difficulty in this respect. Not only are the cameras themselves interesting, but back of them is all that wealth of material which the cameras stand for. There would seem to be no excuse for not shaping up an attractive window.

### One Window All Summer

We devote one window exclusively to the display of this class of goods during the summer months. People get in the habit of looking in this window for anything



# RELIABLE BRITISH PHOTOGRAPHIC GOODS

## BARNET PLATES AND PAPERS

of the finest quality in all grades for  
The Professional, The Scientist,  
The Amateur.

*Price list and full particulars*

ELLIOTT & SONS, LTD., BARNET, England  
SOLE MAKERS

## SELTONA

is recognized in every quarter of the globe as the supreme printing paper. Made in five delightful grades it offers wide scope and charming varieties for every class of photographer.

THE LETO PHOTO MATERIALS CO., LIMITED  
Roman Wall House, 1 Crutched Friars, LONDON, E.C., ENGLAND

## WATKINS EXPOSURE METERS



Special patterns  
for Studio, Indoor  
Kinematograph Colour Plate

STOCKED BY STORES

WATKINS METER CO. - HEREFORD, ENGLAND

## PHOTO FRAMES

*The Original Untarnishable Series*

Wood Backs and Struts

*Send for the finest Frame Catalogue  
in the World.*

WHITEHOUSE, WILLETS & BENNION, LTD.  
TYTHING, WORCESTER, ENGLAND

### A NEW RESOURCE MAP OF CANADA.

A "Map of the Dominion of Canada indicating Natural Resources, Transportation and Trade Routes," scale 100 miles to the inch, has just been published by the Department of the Interior.

On this map varieties of mineral, agricultural and fishery resources, and the timber and fur in general are printed in red lettering in their proper locations. The sites of important water powers, developed and undeveloped are indicated, and the lines of all railroads completed up to date are clearly defined.

The resources shown on the map extend from "whales" near Hershal Island in the Arctic to "salt" at the southern toe of the Ontario Peninsula, and from the "white whales" of Ungava Bay to the fruit lands near Victoria, B.C. An important inset contains 5 circular diagrams, showing the comparative contributions of each province to field crops, commercial timber, developed water power, fisheries and minerals. A sixth diagram displays the proportion of the total exports filled in 1918 by manufactures and by the five great classes of Natural Resources severally.

The thorough reliability of this map is shown by the caption which ignores probabilities however promising. The trader, investor, manufacturer and economic student will read the map as an open book; its appearance is timely when demand is abnormal and enlarged production a necessity.

The map can be obtained free of cost on application to the Superintendent, Natural Resources Intelligence Branch, Department of the Interior, Ottawa.

"That young fellow looks furtive. Isn't he apt to try to pinch something?"

"Naw," said the experienced jeweler. "He wants to buy an engagement-ring."

### CATCHY PHOTOGRAPHIC WINDOW.

A GOOD window display for a window display of photographic goods would be a representation of a window built out of film strips. This would be the ideal to arrange as the corners of the strips allow them to be worked together easily. Windows can be made out of film plates. The door could be covered with earth and a walk to the door of the house constructed out of glass also. A representation of a window could be built on water and a mirror used to represent a pond or water.

### A Picture-Taking Scene.

A picture-taking scene might be represented in a window. Have a small table standing in front of a house and a person sitting at the table with a camera in a hand taking the picture. The scene could be made the better.

## Getting Trade For The Fountain From Motorists

*Chance to get trade that may be passing  
by the store—Some ways of going after it.*

THERE is a saying that opportunity knocks once at every man's door, although there are some who are inclined to dispute this. Opportunity, however, does go by many doors every day in a motor car, and at some doors it stops. During the early days there was considerable prejudice against automobiles in certain towns. They were called "devil wagons" and other terms indicative of resentment, and many town officers were very drastic in their handling of alleged offenders. There may have been offenders, but things are much better now, and the town that makes war on motorists is going to lose some valuable business. So, if your town has this attitude, better get to work to change it. Proper regulations should be enforced, of course, and every town is entitled to protect its streets. But there is such a thing as rubbing it in, and this policy, whilst it does bring some fines into the town coffers, will not help the town materially in the long run. Better be just to the motorists and get their business.

### Motorists Like Place to Rest.

Motoring is pleasant, but after a run of an hour or two the occupants of the car are apt to get tired. It becomes necessary to get out and take a brief rest, if only to stretch the cramped limbs. Any motorist who has been on a long tour will tell you that a rest room is greatly to be appreciated. In many small towns hotel facilities are none too good. Often times the local hotel is not inviting in appearance. Loaders may be in evidence and ladies don't like to run the gauntlet of their scrutiny. Besides, in many of these hotels there are three set meals a day, between times the dining room being closed. There is no restaurant with a la carte service where a few sandwiches or something in the way of a light lunch may be secured.

The motorist who happens into towns between meal hours has no excuse for going to the hotel, and often is reluctant to stop for that reason. In the big cities good hotels are numerous. A motoring party may stop at any time, visit the wash rooms, freshen up their clothes, write a postcard or two, and buy a few specialties to pay for their welcome.

### SOME LATE LUXURY TAX RULINGS

Among the latest rulings from Ottawa on the new luxury tax law are these details affecting the drug trade: That the sales tax of one per cent. does not apply to the new tax of 82 per cent. on liquors; that new alcoholic, patent or proprietary medicines are not subject to the tax of 80 per cent.; that uncoloured cigarettes in bulk of one pound or less are taxed only as not considered to be confectionery.

few chairs and perhaps a writing desk. But modern lavatory facilities are requisite if the idea is to be a success.

### Soda in the Open.

Here and there we find a druggist with some open space next to the store. One such encountered on a motor trip had a large lot next door on which were some fine elm trees, very tall, and affording magnificent shade. He had a driveway, and motorists would run in, be served with soda or ice cream in the open, and drive away again. If they cared to dismount, there were some benches and some attractive flower beds. It was a real beauty spot, very grateful on a hot day, and evidently well-known to motorists for many miles around. This was evidenced by the fact that cars were constantly cutting up the driveway to await their turn. It seems the druggist had a more than local reputation for good ice cream, and he had the goods to prove it, too. The ladies in one party were so enthusiastic that they insisted on sending in word to the effect that they had never tasted better ice cream. This brought the druggist out for a short chat. He thanked them for their appreciation and told them of the arrangements he had with neighboring farmers to bring in extra fine cream and fresh eggs. This particular party has been advertising that drug store ever since. It's an old story. If you have the goods, the business will come your way.

### FILL YOUR THERMOS BOTTLE—HOT COFFEE OR COLD LEMONADE.

This large sign decorates the front of a village drug store located on the main boulevard between two large cities. The sign is large enough to catch the eye of the passing motorist, and many of them stop. The druggist also has a neat stock of thermos bottles on sale and disposes of a fair number. "It is all extra business," he says. "I sold mighty few thermos bottles before motor travel began heading in this direction." More druggists should advertise that they are prepared to fill thermos bottles. Of course, any dispenser is prepared to do this and can fill them with something or other. But advertise just the same. The motorist is a bird of passage, and buys where he sees a placard or sign.

### Helps Thermos Bottle Sale, Too.

"I took a trip with a millionaire once," says an old druggist. "He was very careful to fill two thermos bottles every morning. He was a fiend for speed and would seldom be induced to pause along the road. So most of the time our thermos bottles were untouched at night, and we dropped the contents out. It was a waste, but what can you do with a millionaire. However, I was to think that if every motorist were as particular about the thermos bottles, there would be some profit for druggists along the route."

Not many motorists are as wasteful as this, and we are glad they are not. The plenty of them do fill the thermos bottles and more will purchase bottles if you advertise these matters.



## SHADEINE

FOR COLORING GREY HAIR

The Perfect Permanent Wave and Color Treatment

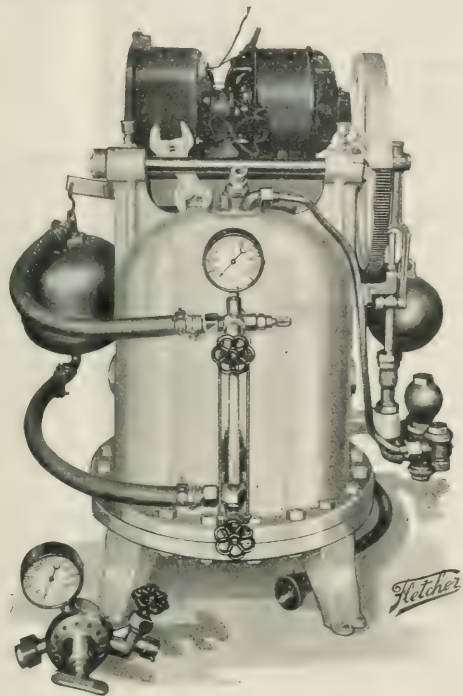
Lyman Bros. Co., Ltd., 71 Front St. E., Toronto  
 Parks & Parks, Ltd., Hamilton, Ontario  
 The Sibley Co., 35 Westmore Grove,  
 London, W., England



# Fletcher "Biltrite" Carbonator

*The Most Wonderful Carbonator on the Market*

**MORE SODA  
WITH  
LESS GAS**



**BETTER SODA  
AND  
CONTINUOUS  
SERVICE**

Fig. 3143—Biltrite Carbonator (Patents Pending)

Named "Biltrite" because it is built right of the best materials obtainable, by skilled workmen.

Produces the most lively, snappy, sparkling soda, at a working pressure of 75 lbs. Better soda than other carbonators produce at 150 lbs.

Makes more gallons of soda water with less gas and less current consumption.

Carbonates by means of the new Fletcher Atomizer System, which breaks up every particle of water into vapor and forces gas through every particle of vapor.

Distinctively different in principle and construction to any other carbonator.

Remarkably reasonable in price. Guaranteed.

## Fletcher Manufacturing Company, Limited

29-41 Hayter Street, Toronto, Canada

# THE STATIONERY DEPARTMENT

*A department devoted to stationery, books, post cards and associated lines*

## THE JUNE BRIDE WILL WANT STATIONERY.

**T**HE June bride will soon be with us and the druggist wants to put forth his best efforts in catering to her wants. If he handles engraved stationery, as soon as an engagement is announced in the papers, he should at once send her a personal note, on the very best stationery, inviting her to inspect his stock of invitations, announcements, etc. Or he might send her some samples. This personal attention on the part of the druggist will be much appreciated by the busy bride-elect.

### A "June Bride" Window.

In addition to sending the card of personal invitation, a good window display should be used. One of the most effective of this character was arranged by a firm on the Pacific coast. The window was backed with mirrors, and floored with a black velvet scarf, which was also draped over a mound in the centre of the display. Across this was laid a scarf of white satin, veiled in tulle. In the centre was an enlarged septa photo of The Bride of 1920, draped with clouds of tulle. Set in wire racks were engraved invitations, announcements and visiting cards. There were also many little place cards for the wedding breakfast or luncheon, adorned with pen sketches of a bride; small white boxes stamped with a gold monogram to hold squares of wedding cake; and little white bon bon baskets tied with ribbons and orange blossoms.

The purchase of wedding stationery does not close the bride's account by any means, for after the wedding there are a multitude of gifts and congratulations to acknowledge, and the dealer should take care to impress upon his patrons that the best in stationery is none too good for this labor of love. The show window is again the best medium for pushing this line.

A Washington dealer had a most effective reminder of "write a note" displays. The polished wood floor was partially covered with a small rug and the walls were of buff. At one side was a mahogany writing desk, upon which were a bronze desk set, linen cards and envelopes and two silver vases holding each a single bud. Seated at the desk was a young woman, wax model borrowed from a local dry goods store, dressed in lace and ribbon trimmed negligé, using a long blue quill pen. A brown card, lettered in gold, advised: "The Bride's Own Stationery." At the other side was a table with glass top from which were suspended several art calendars, while the table was covered with boxes of stationery in all the pastel tints. On the floor in front were several desk blotters and desk sets of china, brass and crystal, and a good assortment of stationery de luxe.

## INCREASING THE SALE OF PENNANTS.

The pennant is a saleable novelty is still worth pushing. I find many travelers that there has been a tendency to neglect it, but those stores that have brought it forward and make a good display are selling large quantities.

There are pennants on the market that a season or two ago would have sold for fifty cents, but which can

now be bought to retail at ten cents at a fair profit. In some localities more money can be got for them. Some people think a thing can not be good unless they pay a certain amount of money for it. They should be accommodated.

Pennants with pasted letters are the neatest, prettiest and most durable. They come in a greater variety and combination of color.

### Held a "Pennant Week."

By way of starting the sale of pennants in your locality and making your store headquarters for them, I would suggest that you have a "Pennant Week."

For this occasion you can make pennants the main feature of your decorations. There will be banners and wall shields everywhere and one counter can be piled high with them. Or as high as your finances will permit!

You can have pennants with the name not only of your town, but for the different schools and educational institutions in your locality. Then there may be summer hotels, camps, trolley parks, places of interest of many kinds, and you should have pennants for all. Have a few made up with the name of your own store to use among the decorations.

If you prefer to do so, you can make "Pennant Week" the occasion to offer a pennant free with the purchase of a certain amount of goods.

After "Pennant Week" was over, you would find that your sales in that line would continue and be much better throughout the season than they would otherwise have been.

There will be occasions all through the season when pennants will be in demand. For camp and cottage and den they are always in order. Make them popular in your town and reap a corresponding profit.

## MR. DRUGGIST, HAVE A HEART—IN YOUR WINDOW AND AD.

### June is the Month of Brides.

June is the month when love is supposed to reach its all-time sweet stage. So why not key your advertising window displays in keeping with the trend of the month? You can have circulars printed with a heart illustration on them or heart-shaped cards may be used. Your store signs can be given a sentimental twist. For instance, one might read:

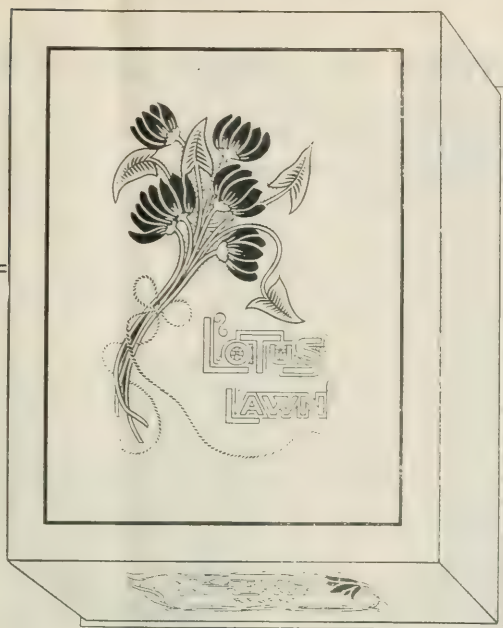
LOVE AT FIRST SIGHT  
THE MINUTE YOU SEE THESE YOU WILL  
WANT ONE.

### HEART TO HEART

Why like to have a heart-to-heart talk with  
on about the values we are offering.

Many other suitable motifs will suggest themselves to the druggist.





# LOTUS LAWN

## Bordered Stationery

A delightfully artistic touch given to an old favorite. It comes only in white, but has gold and beautifully-colored borders, with envelopes to match, adding greatly to the effectiveness of the clear, white, lawn-finished stock. A product pre-eminent in its appeal to people of good taste and refinement.

WARWICK BROS. & RUTTER, LIMITED

*Makers of De Luxe Stationery*

TORONTO

Acetic Acid, B.P. lb.	.20	Ammonium Acetate, \$0.25	Shells, pearl, lb.	\$.69	Boroglycerine, oz.	\$0.15	
Acetic Acid, 5 lb. lb.	.20	Bromide, oz.	.50	Sol. Pot. lb.	.39	Bromine, oz.	.20
Arsenious (Arsenic), lb.	.20	Chloride, pure, oz.	.15	Asphaltum, lb.	.12	C.P., oz.	.60
Arsenious (pure), oz.	.10	Metal, oz.	.25	Atropia, pure, 15 gr. bots.	2.00	Chloride, oz.	.50
Arsenious (red lump), oz.	.10	Nitrate, pure, oz.	.15	each		Bromide, 5 lb. lb.	4.25
Benzoin, from Gum, oz.	1.00	Sulphate, pure, oz.	.15	per oz.	21.50	Tablets, box of 25 each	.65
Benzoin, from India, oz.	.20	Alumina, oz.	.75	Balsam, Canada, lb.	2.40	Bromoform, oz.	5.75
Boric Acid, Crystals, lb.	.30	Allylin, 15 gr. bot. each.	1.00	Copaiba, Amer. lb.	1.10	Bromural, oz.	5.75
Boric Acid, pure, lb.	.30	Ammonia, oz.	1.00	Copaiba, English, lb.	2.40	Brown, 5 lb. lb.	.50
Butyric, oz.	.70	Ammonia, 5 gr. tabs. oz.	1.65	Castor, oz.	.60	Bromide, oz.	.25
Camphor, oz.	.70	Ammonium Acetate, oz.	.35	Tellur, oz.	.25	Chloride, oz.	.30
Carbon, 1 lb. bots. each	1.58	Benzozate, oz.	.35	Bark, Ass. pricky, lb.	.25	Iodide, oz.	.35
Carbolic, 5 lb. tins, lb.	.45	Bichromate, oz.	.20	Bark, Angustura, lb.	1.10	Nitrate, oz.	.30
Carbolic, 10 lb. tins, lb.	.45	Bromate, oz.	.15	Bayer, lb.	.25	Sulphate, oz.	.30
Carbolic, crude, Com'l.,	.85	Bicarbonate, oz.	1.65	Caenella, lb.	.25	Sulphide, oz.	.25
Chemic, pure Cryst. oz.	.30	Carbonate, lb. Howard's,	1.00	Cassia, lb.	.40	Cafeine, oz.	.90
Cryophanic, lb.	.15	Carbonate C.P., Merck's,	1.00	Cassia, lb.	.75	Benzozate, oz.	2.10
Cinnamic, oz.	1.15	lb.	.60	Cherry, lb.	.75	Chloride, oz.	1.20
Citric, lb.	2.40	Carbonate, lb.	.37	Cotton Root, lb.	.20	Hydrobromide, oz.	1.20
Cresylic, oz.	.40	Carbonate, lb.	.37	Condurango, lb.	.60	Hydrochloride, oz.	1.85
Fluoric, 1 lb. bots. each	1.58	Carbonate, lb.	.37	each	1.10	Salicylate, oz.	1.00
Fluoric, 1/2 lb. bots. each	.88	Carbonate, lb.	.37	Hemlock, lb.	.15	each	1.20
Fluoric, 1 lb. bots. each	.88	Carbonate, lb.	.37	Hydrocyanic, Red, lb.	1.90	Calamine, prepared, lb.	1.15
Gallic, oz.	.25	Carbonate, lb.	.37	Peruvian, Yellow, lb.	1.50	Calcium, metal, oz.	6.00
Glycerine, phosphoric, oz.	.65	Carbonate, lb.	.37	Pomegranate, lb.	.50	Acetate, oz.	.15
Hydrochloric, oz.	.15	Carbonate, lb.	.37	Poplar, lb.	.50	Bromide, oz.	.20
Hydrobromic, lb.	.50	Carbonate, lb.	.37	Sassafras, lb.	.50	Carbonate, pure	.10
Hydro-Silicic, Fluoric, oz.	.10	Carbonate, lb.	.37	Sassafras, lb.	.50	Carbonate, pure, lb.	1.50
Hydrophosphorus, 10 p.c.,	.15	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloride, com'l., lb.	.08
oz.	.15	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloride, pure, lb.	1.00
Lactic, concentrated, oz.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Glycerophosphate, oz.	.30
Mallie, oz.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Hypophos, oz.	.20
Mecanic, oz.	4.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Hypophosphite, oz.	.15
Melissic, pure, oz.	.30	Carbonate, lb.	.37	Sassafras, lb.	.50	Iodide, oz.	.60
Monochlor, acetic, oz.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	Lactate, oz.	.30
Muriatic, com'l., lb.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	Lactophosphate, oz.	.35
Muriatic, C.P., lb.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	Nitrate, oz.	.25
Muriatic, com'l., lb.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	Oxalate, pure, oz.	.15
Oleic, pure, oz.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	Peroxide, oz.	.30
Osmic, 1 gramme tu. ea.	5.10	Carbonate, lb.	.37	Sassafras, lb.	.50	Phosphide, oz.	.90
Oxalic, lb.	.85	Carbonate, lb.	.37	Sassafras, lb.	.50	Saccharate, oz.	.20
Oxalic, pure, lb.	.90	Carbonate, lb.	.37	Sassafras, lb.	.50	Salicylate, oz.	.45
Peregrine, pure, lb.	.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Sulphate, Precip. lb.	7.00
Phosphoric, concent, 1500	.60	Carbonate, lb.	.37	Sassafras, lb.	.50	Sulphate, oz.	.15
lb.	.60	Carbonate, lb.	.37	Sassafras, lb.	.50	Sulphocarb, oz.	.20
Phosphoric, dil., lb.	.30	Carbonate, lb.	.37	Sassafras, lb.	.50	Camphor in bulk	4.50
Phosphoric, glacial,	.70	Carbonate, lb.	.37	Sassafras, lb.	.50	oz. blocks, lb.	4.50
Phosphoric, syrupy, 1750,	.70	Carbonate, lb.	.37	Sassafras, lb.	.50	Powdered, lb.	4.50
lb.	.70	Carbonate, lb.	.37	Sassafras, lb.	.50	Monobromide, oz.	.60
Prodigious, lb.	.15	Carbonate, lb.	.37	Sassafras, lb.	.50	Camnabine Tannate, 15-gr.	4.00
Pyrogallic, 5 lb. lbs. dos.	2.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Cantharides, whole, Chinese	2.90
Pyrogallic, Marck's, oz.	.45	Carbonate, lb.	.37	Sassafras, lb.	.50	lb.	2.90
Salicylic, lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Powder, Chinese, lb.	
Salicylic, natural, oz.	1.00	Carbonate, lb.	.37	Sassafras, lb.	.50	Chinese, lb.	6.20
Succinic, oz.	2.00	Carbonate, lb.	.37	Sassafras, lb.	.50	Powder, Russian, lb.	6.20
Sulphuric, lb.	1.10	Carbonate, lb.	.37	Sassafras, lb.	.50	Canthardin, 5 gr. tube,	2.25
Sulphocarbolic, oz.	.35	Carbonate, lb.	.37	Sassafras, lb.	.50	each	2.25
Sulph., com'l., lb.	.08	Carbonate, lb.	.37	Sassafras, lb.	.50	Carbon Bisulph. lb.	.35
Sulph., C.P., lb.	.47	Carbonate, lb.	.37	Sassafras, lb.	.50	Tetrachlor. lb.	.35
Sulphurous, lb.	.15	Carbonate, lb.	.37	Sassafras, lb.	.50	Castoreum, oz.	.65
Tartaric, lb.	2.40	Carbonate, lb.	.37	Sassafras, lb.	.50	Celloidin, oz.	1.50
Tartaric, crvst., lb.	1.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Cerium, nitrate, oz.	.35
Tartaric, pulv., lb.	1.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Oxalate, oz.	.35
Uric, oz.	1.50	Carbonate, lb.	.37	Sassafras, lb.	.50	Chalk, French lump, lb.	.40
Valerianic, oz.	1.50	Carbonate, lb.	.37	Sassafras, lb.	.50	French, powd., lb.	.05
Valerianic, pure, com'l., oz.	.25	Carbonate, lb.	.37	Sassafras, lb.	.50	Chirette, lb.	.75
Adeps Lanæ, hydrous lb.	.55	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloramid, oz.	.85
Albumen, from egg, oz.	.35	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloroform, 1 lb.	1.90
Albumen, from blood, oz.	12.50	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloroform D. & F. blue	2.10
Aluminate, lb.	3.00	Carbonate, lb.	.37	Sassafras, lb.	.50	label, lb.	3.50
Amalgam C.P. lb.	2.00	Carbonate, lb.	.37	Sassafras, lb.	.50	D. & F. methyl, lb.	2.10
Ammoniac, 5 lb. lb.	6.40	Carbonate, lb.	.37	Sassafras, lb.	.50	Commercial, lb.	.80
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Lyman's, lb.	1.00
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Chlorophyl. for spirits, oz.	.65
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	for oils, oz.	.65
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Chlorophyl. for water, oz.	.65
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Chromic, Acetate, oz.	.25
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Carbonate, oz.	.50
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloride, soluble, oz.	.60
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Chloride, Solution, oz.	.20
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Nitrate, oz.	.30
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Oxide, oz.	.20
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Powdered, oz.	.30
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Sulphate, oz.	.30
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Cinchonine Nitrate, oz.	.95
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Pure Crystall., lb.	1.00
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Salicylate, lb.	.70
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Sulphate, lb.	1.00
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Cinchonidia Sulfo, oz.	1.20
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Cinchonidine pure, Cryst	1.20
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50	Hydrochloric, oz.	1.20
Ammoniac, 1 lb. lb.	1.20	Carbonate, lb.	.37	Sassafras, lb.	.50		





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Ammonia, C.P. Cryst., lb.	1.25	Serine Salicylate, 5 gr. tube.	1.00	Gum Sheeta, oz. or ge. lb.	\$2.00	Iron, Oxide, Com'l, lb.	\$0.20
Ammonia, C.P. Cryst., 5 gr. tube.	1.00	Serine Salicylate, 1 gr. tube.	.50	Sheeta, powdered, lb.	3.25	Black, oz.	.15
Ammonia, C.P. Cryst., 1 gr. tube.	.50	Serine Salicylate, 1/2 gr. tube.	.25	Sheeta, powdered, 5 gr. tube.	3.00	Brown, pure, lb.	.40
Ammonia, C.P. Cryst., 1/2 gr. tube.	.25	Serine Salicylate, 1/4 gr. tube.	.125	Sheeta, powdered, 1 gr. tube.	3.00	Red, Saccharated, lb.	.60
Ammonia, C.P. Cryst., 1/4 gr. tube.	.125	Serine Salicylate, 1/8 gr. tube.	.0625	Spruce, lb.	2.00	Peptonized, oz.	.40
Ammonia, C.P. Cryst., 1/8 gr. tube.	.0625	Serine Salicylate, 1/16 gr. tube.	.03125	Substitute Yellow Dextrine.		Perchloride, oz.	.40
Ammonia, C.P. Cryst., 1/16 gr. tube.	.03125	Serine Salicylate, 1/32 gr. tube.	.015625	White, lb.	.15	Phosphate, Scale, oz.	.15
Ammonia, C.P. Cryst., 1/32 gr. tube.	.015625	Serine Salicylate, 1/64 gr. tube.	.0078125	White, lb.	.15	Pyrites, lb.	.20
Ammonia, C.P. Cryst., 1/64 gr. tube.	.0078125	Serine Salicylate, 1/128 gr. tube.	.00390625	Tannate, lb.	1.50	Iron Pyrophos, oz.	.20
Ammonia, C.P. Cryst., 1/128 gr. tube.	.00390625	Serine Salicylate, 1/256 gr. tube.	.001953125	Thym. Tannate, lb.	.60	Salicylate, oz.	.20
Ammonia, C.P. Cryst., 1/256 gr. tube.	.001953125	Serine Salicylate, 1/512 gr. tube.	.0009765625	Tragacanth, pulv. lb.	5.00	Sesquichloride, oz.	.10
Ammonia, C.P. Cryst., 1/512 gr. tube.	.0009765625	Serine Salicylate, 1/1024 gr. tube.	.00048828125	Tragacanth, extra select.		Silicate, oz.	.20
Ammonia, C.P. Cryst., 1/1024 gr. tube.	.00048828125	Serine Salicylate, 1/2048 gr. tube.	.000244140625	Tragacanth, extra select.	8.75	Subsulphate, oz.	.15
Ammonia, C.P. Cryst., 1/2048 gr. tube.	.000244140625	Serine Salicylate, 1/4096 gr. tube.	.0001220703125	Tragacanth, 2nd select.	3.00	Succinate, lb.	1.35
Ammonia, C.P. Cryst., 1/4096 gr. tube.	.0001220703125	Serine Salicylate, 1/8192 gr. tube.	.00006103515625	Tragacanth, 1st select.	5.00	Sulph. Exsic, lb.	.08
Ammonia, C.P. Cryst., 1/8192 gr. tube.	.00006103515625	Serine Salicylate, 1/16384 gr. tube.	.000030517578125	Tragacanth, Sorts, lb.	3.00	pure, lb.	.25
Ammonia, C.P. Cryst., 1/16384 gr. tube.	.000030517578125	Serine Salicylate, 1/32768 gr. tube.	.0000152587890625	Gun Cotton, oz.	.40	Sulphocarb., oz.	.30
Ammonia, C.P. Cryst., 1/32768 gr. tube.	.0000152587890625	Serine Salicylate, 1/65536 gr. tube.	.00000762939453125	Haemoglobin, oz.	.85	Kulphocyanide, oz.	.50
Ammonia, C.P. Cryst., 1/65536 gr. tube.	.00000762939453125	Serine Salicylate, 1/131072 gr. tube.	.000003814697265625	Hedonal, oz.	1.35	Tart and Potash, lb.	.25
Ammonia, C.P. Cryst., 1/131072 gr. tube.	.000003814697265625	Serine Salicylate, 1/262144 gr. tube.	.0000019073486328125	Heliopin, oz.	.50	Valerianate, oz.	.70
Ammonia, C.P. Cryst., 1/262144 gr. tube.	.0000019073486328125	Serine Salicylate, 1/524288 gr. tube.	.00000095367431640625	Holocaine Hydrochlor, 1		Wire, fine, lb.	.50
Ammonia, C.P. Cryst., 1/524288 gr. tube.	.00000095367431640625	Serine Salicylate, 1/1048576 gr. tube.	.000000476837158203125	gramme bots, each.	1.00	Sulphide lumps, lb.	.40
Ammonia, C.P. Cryst., 1/1048576 gr. tube.	.000000476837158203125	Serine Salicylate, 1/2097152 gr. tube.	.0000002384185791015625	Hematophene, pure, 1 gr.		sticks, lb.	.30
Ammonia, C.P. Cryst., 1/2097152 gr. tube.	.0000002384185791015625	Serine Salicylate, 1/4194304 gr. tube.	.00000011920928955078125	tube each.	.35	Isinglass, American Fish, oz.	.20
Ammonia, C.P. Cryst., 1/4194304 gr. tube.	.00000011920928955078125	Serine Salicylate, 1/8388608 gr. tube.	.000000059604644775390625	Hydrobromate, 1 gr.	.45	Brazil, oz.	1.50
Ammonia, C.P. Cryst., 1/8388608 gr. tube.	.000000059604644775390625	Serine Salicylate, 1/16777216 gr. tube.	.0000000298023223876953125	tube each.	.40	Russian, oz.	.50
Ammonia, C.P. Cryst., 1/16777216 gr. tube.	.0000000298023223876953125	Serine Salicylate, 1/33554432 gr. tube.	.00000001490116119384765625	Honey, lb.	.40	Jalapin, oz.	.70
Ammonia, C.P. Cryst., 1/33554432 gr. tube.	.00000001490116119384765625	Serine Salicylate, 1/67108864 gr. tube.	.000000007450580596923828125	Hois in packages, lb.	1.00	Jalap. Resin, oz.	.75
Ammonia, C.P. Cryst., 1/67108864 gr. tube.	.000000007450580596923828125	Serine Salicylate, 1/134217728 gr. tube.	.0000000037252902984619140625	Hydrastin, Alkaloid, 15 gr.	2.15	Kamala, oz.	.75
Ammonia, C.P. Cryst., 1/134217728 gr. tube.	.0000000037252902984619140625	Serine Salicylate, 1/268435456 gr. tube.	.00000000186264514923095703125	tubes, each.	2.15	Kaolin, lb.	.12
Ammonia, C.P. Cryst., 1/268435456 gr. tube.	.00000000186264514923095703125	Serine Salicylate, 1/536870912 gr. tube.	.000000000931322574615478515625	Hydrastin, Hydrochlor, 15		Kerr, fungi, oz.	1.65
Ammonia, C.P. Cryst., 1/536870912 gr. tube.	.000000000931322574615478515625	Serine Salicylate, 1/1073741824 gr. tube.	.0000000004656612873077392578125	gr. bots, each.	2.15	Keratin, oz.	3.25
Ammonia, C.P. Cryst., 1/1073741824 gr. tube.	.0000000004656612873077392578125	Serine Salicylate, 1/2147483648 gr. tube.	.00000000023283064365386962890625	Sulphate, 15 gr. bots, ea	2.30	Kessighaur, Natural, lb.	.40
Ammonia, C.P. Cryst., 1/2147483648 gr. tube.	.00000000023283064365386962890625	Serine Salicylate, 1/4294967296 gr. tube.	.000000000116415321826934814453125	Hydrastinin Hydrochlor,		Koussou, oz.	.20
Ammonia, C.P. Cryst., 1/4294967296 gr. tube.	.000000000116415321826934814453125	Serine Salicylate, 1/8589934592 gr. tube.	.0000000000582076609134674072265625	15 gr. tubes, each.	1.85	Kola Nuts, lb.	.55
Ammonia, C.P. Cryst., 1/8589934592 gr. tube.	.0000000000582076609134674072265625	Serine Salicylate, 1/17179869184 gr. tube.	.00000000002910383045673370361328125	Hydroquinone, oz.	1.80	Lactophenin, oz.	1.15
Ammonia, C.P. Cryst., 1/17179869184 gr. tube.	.00000000002910383045673370361328125	Serine Salicylate, 1/34359738368 gr. tube.	.000000000014551915228366851806640625	Hyoscyamine Hydrobrom, 1 gr.	.75	Lactucan, oz.	1.25
Ammonia, C.P. Cryst., 1/34359738368 gr. tube.	.000000000014551915228366851806640625	Serine Salicylate, 1/68719476736 gr. tube.	.0000000000072759576141834259033203125	tube each.	.75	Laevulose, Diabetic, 100	
Ammonia, C.P. Cryst., 1/68719476736 gr. tube.	.0000000000072759576141834259033203125	Serine Salicylate, 1/13743895344 gr. tube.	.00000000000363797880709171295166015625	Hydrochlor, 1 gr. tube.	1.75	gr. tin, each.	.80
Ammonia, C.P. Cryst., 1/13743895344 gr. tube.	.00000000000363797880709171295166015625	Serine Salicylate, 1/27487790688 gr. tube.	.000000000001818989403545856475780078125	each.	1.75	Syrup, Microscopy, oz.	1.00
Ammonia, C.P. Cryst., 1/27487790688 gr. tube.	.000000000001818989403545856475780078125	Serine Salicylate, 1/54975581376 gr. tube.	.0000000000009094947017729282378900390625	Pure Amorphous, 1 gr.	.50	Lard, Benzozated, lb.	.60
Ammonia, C.P. Cryst., 1/54975581376 gr. tube.	.0000000000009094947017729282378900390625	Serine Salicylate, 1/109951162752 gr. tube.	.00000000000045474735088646411894501953125	tube.	.50	Lead Acetate, C.P. Cryst.,	
Ammonia, C.P. Cryst., 1/109951162752 gr. tube.	.00000000000045474735088646411894501953125	Serine Salicylate, 1/219902325504 gr. tube.	.000000000000227373675443232059472509765625	Hyoscyamine, amorph.	.40	lb.	.55
Ammonia, C.P. Cryst., 1/219902325504 gr. tube.	.000000000000227373675443232059472509765625	Serine Salicylate, 1/439804651008 gr. tube.	.0000000000001136868377216160297362548828125	Cryst., 1 gram.	.40	Acetate, lb.	.25
Ammonia, C.P. Cryst., 1/439804651008 gr. tube.	.0000000000001136868377216160297362548828125	Serine Salicylate, 1/879609302016 gr. tube.	.0000000000000568434188608014883681274140625	Hydrochlor, 5 gr. tube,	1.75	Asenate, Com'l, lb.	.40
Ammonia, C.P. Cryst., 1/879609302016 gr. tube.	.0000000000000568434188608014883681274140625	Serine Salicylate, 1/1759218644032 gr. tube.	.000000000000028421709430400744184063703125	each.	.60	Carbonate, E.P., lb.	.90
Ammonia, C.P. Cryst., 1/1759218644032 gr. tube.	.000000000000028421709430400744184063703125	Serine Salicylate, 1/3518437288064 gr. tube.	.0000000000000142108547152003720920318515625	Sulph. pure, 5 gr. tube each	.90	Chloride, pure, oz.	.15
Ammonia, C.P. Cryst., 1/3518437288064 gr. tube.	.0000000000000142108547152003720920318515625	Serine Salicylate, 1/7036874576128 gr. tube.	.0000000000000071054273576001860460159278125	Ichthalbin, oz.	1.25	Chromate fused, oz.	.10
Ammonia, C.P. Cryst., 1/7036874576128 gr. tube.	.0000000000000071054273576001860460159278125	Serine Salicylate, 1/14073749152256 gr. tube.	.00000000000000355271367880009302300796390625	Ichthyol, 1 oz.	1.25	Dioxide, oz.	.10
Ammonia, C.P. Cryst., 1/14073749152256 gr. tube.	.00000000000000355271367880009302300796390625	Serine Salicylate, 1/28147498304512 gr. tube.	.000000000000001776356839400046511503981953125	Ichthyol Sodium, oz.	.60	Facil. Facil. lb.	.35
Ammonia, C.P. Cryst., 1/28147498304512 gr. tube.	.000000000000001776356839400046511503981953125	Serine Salicylate, 1/56294996609024 gr. tube.	.0000000000000008881784197000232575019909765625	Insol. Residue, lb.	1.25	Iodide, oz.	.60
Ammonia, C.P. Cryst., 1/56294996609024 gr. tube.	.0000000000000008881784197000232575019909765625	Serine Salicylate, 1/112589993218048 gr. tube.	.00000000000000044408920985001162875099548828125	Iodine, Chloride, Tri., oz.	1.10	Nitrate, pure, oz.	.20
Ammonia, C.P. Cryst., 1/112589993218048 gr. tube.	.00000000000000044408920985001162875099548828125	Serine Salicylate, 1/225179986436096 gr. tube.	.0000000000000002220446049250058143754977390625	Resorcinol, oz.	.40	Com., lb.	.40
Ammonia, C.P. Cryst., 1/225179986436096 gr. tube.	.0000000000000002220446049250058143754977390625	Serine Salicylate, 1/450359972872192 gr. tube.	.00000000000000011102230246250029071874886953125	Resorcinol, oz.	.15	Ulate, oz.	.25
Ammonia, C.P. Cryst., 1/450359972872192 gr. tube.	.00000000000000011102230246250029071874886953125	Serine Salicylate, 1/900719945744384 gr. tube.	.0000000000000000555111512312500145359244384765625	Iodochloride, oz.	.80	Oxide, Black, oz.	.10
Ammonia, C.P. Cryst., 1/900719945744384 gr. tube.	.0000000000000000555111512312500145359244384765625	Serine Salicylate, 1/1801439891488768 gr. tube.	.000000000000000027755575615625000726796221923828125	Iodoform, Cryst., or powder	.60	Oxide, C.P. lb.	.85
Ammonia, C.P. Cryst., 1/1801439891488768 gr. tube.	.000000000000000027755575615625000726796221923828125	Serine Salicylate, 1/3602879782977536 gr. tube.	.00000000000000001387778780781250003633981109619140625	oz.	.60	Oxalate, oz.	.12
Ammonia, C.P. Cryst., 1/3602879782977536 gr. tube.	.00000000000000001387778780781250003633981109619140625	Serine Salicylate, 1/7205759565955072 gr. tube.	.0000000000000000069388939039062500018169905548046875	Iodoform, Deodorized, oz.	1.00	Peroxide, oz.	.25
Ammonia, C.P. Cryst., 1/7205759565955072 gr. tube.	.0000000000000000069388939039062500018169905548046875	Serine Salicylate, 1/14411519131910144 gr. tube.	.0000000000000000034694469519531250000908495275234375	Iodoform, oz.	1.10	Sulphate, C.P., oz.	.15
Ammonia, C.P. Cryst., 1/14411519131910144 gr. tube.	.0000000000000000034694469519531250000908495275234375	Serine Salicylate, 1/28823038263820288 gr. tube.	.00000000000000000173472347597656250000454247637619375	Iodoformogen, oz.	.55	Sulphide, lb.	.15
Ammonia, C.P. Cryst., 1/28823038263820288 gr. tube.	.00000000000000000173472347597656250000454247637619375	Serine Salicylate, 1/57646076527640576 gr. tube.	.000000000000000000867361737988281250000227123818809375	Iodol, oz.	1.75	Test, lb.	.30
Ammonia, C.P. Cryst., 1/57646076527640576 gr. tube.	.000000000000000000867361737988281250000227123818809375	Serine Salicylate, 1/115292153055281152 gr. tube.	.0000000000000000004336808689941406250001135619094046875	Iodopin, oz.	.55	Leaves, Stramonium, lb.	.60
Ammonia, C.P. Cryst., 1/115292153055281152 gr. tube.	.0000000000000000004336808689941406250001135619094046875	Serine Salicylate, 1/230584306110562304 gr. tube.	.00000000000000000021684043449707031250000567809472234375	Iodophenin, oz.	2.00	Uva Ursi, lb.	.30
Ammonia, C.P. Cryst., 1/230584306110562304 gr. tube.	.00000000000000000021684043449707031250000567809472234375	Serine Salicylate, 1/461168612221124608 gr. tube.	.000000000000000000108420217248535156250000283904736119375	Iodophenol, oz.	5.00	Uva Ursi, lb.	.30
Ammonia, C.P. Cryst., 1/461168612221124608 gr. tube.	.000000000000000000108420217248535156250000283904736119375	Serine Salicylate, 1/922337224442249216 gr. tube.	.0000000000000000000542101086242675781250000141952368059375	Iodothyrine, 1 gramme bots.	.50	Uva Ursi, lb.	.30
Ammonia, C.P. Cryst., 1/922337224442249216 gr. tube.	.0000000000000000000542101086242675781250000141952368059375	Serine Salicylate, 1/1844674448884498432 gr. tube.	.00000000000000000002710505431213378906250000709761840296875	each	.50	Tablets, (100 in bot), bot.	1.25
Ammonia, C.P. Cryst., 1/1844674448884498432 gr. tube.	.00000000000000000002710505431213378906250000709761840296875	Serine Salicylate, 1/3689348897768996864 gr. tube.	.0000000000000000000135525271560668945312500003548809201484375	Iodothyrine, 1 gramme bots.	.50	Leptogallol, oz.	1.00
Ammonia, C.P. Cryst., 1/3689348897768996864 gr. tube.	.0000000000000000000135525271560668945312500003548809201484375	Serine Salicylate, 1/7378697795537993728 gr. tube.	.000000000000000000006776263578033447265625000017744046007421875	each	.05	Leptandrin, oz.	.80
Ammonia, C.P. Cryst., 1/7378697795537993728 gr. tube.	.000000000000000000006776263578033447265625000017744046007421875	Serine Salicylate, 1/14757395591075987456 gr. tube.	.00000000000000000000338813178901672363281250000088720230037109375	Iodothyrine, 1 gramme bots.	.05	Lime, Chloride, 1 lb.	.15
Ammonia, C.P. Cryst., 1/14757395591075987456 gr. tube.	.00000000000000000000338813178901672363281250000088720230037109375	Serine Salicylate, 1/29514791182151974912 gr. tube.	.00000000000000000000169406589450836181640625000004436011501859375	each			



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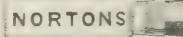
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" " " " " "	.30	" " " " " "	.15	Waxes, oz.	.25	Hypophosphite, oz.	.30
" " " " " "	.60	Salt, lb.	.30	Wintergreen, oz.	.75	Glycerophosphate, oz.	.30
" " " " " "	.25	Sheet, lb.	.15	Artificial, oz.	.15	Sulphophosphate, oz.	.50
Succinate, oz.	.45	Sulphate, oz.	.10	Wormseed, oz.	.75	Hyposulphite, oz.	.15
Sulphate, oz.	.30	Nosophen, oz.	2.50	Nosophen, lb.	.50	Iodide, lb.	1.20
Litmus, Granular, lb.	2.00	Nux Vomica, powd. lb.	1.25	Oil Cakes, ground, lb.	.06	Iodide, lb.	5.40
Cubes, lb.	2.00	Nosophen Reagent, lb.	1.00	ointments, Belladonna, oz.	.45	Metabisulphate, oz.	.25
Leucopel, oz.	2.75	Oil Amber, crude, lb.	1.25	Blue, lb.	1.50	Nitrate, lb.	.25
Ammonia, oz.	11.00	Rectified, lb.	1.25	Boric Acid, lb.	.45	" " " " " "	1.00
Ammonia, oz.	.30	Amalgam, Amara, pure, oz.	1.50	Calamine, lb.	.75	Oxalate Neutral, lb.	1.80
Lycopodium, lb.	3.10	Persic, oz.	1.25	Canthar, lb.	1.10	Perchlorate, oz.	.30
Liquid, oz.	3.75	Dulc, lb.	.90	Carbonic, lb.	.50	Permanganate, lb.	1.65
Magnesium, Ammonia, Phos-		Aniline, oz.	.15	Gallae, lb.	.75	Phosphate C.P., oz.	.25
phate, oz.	.20	Anise, oz.	.25	Co, lb.	.75	Persulfate, Recr. Cryst., lb.	1.35
Borocitrate, oz.	.25	Banana, lb.	.30	Hyd. Ammon. Chlor, lb.	1.15	Red Pulv., lb.	1.90
Bromide, oz.	.45	Bays Green, oz.	.10	Biniodide, lb.	.90	Salicylate, oz.	.80
Carb. (ounces), lb.	.50	Bay Rum, oz.	.50	Compd, lb.	1.75	Silicate, oz.	.40
" (powdered), lb.	1.50	Bergamot, oz.	.65	Nitratid, lb.	1.35	Silicofluoride, oz.	.15
" (Calced), lb.	.60	Cade, oz.	.25	Oxide, Flav., lb.	.90	And Soda Tart, C.P.	
Chloride, oz.	.15	Caieput, lb.	.15	Oxide, Rub., lb.	1.50	Cryst., lb.	1.40
Citrate, soluble, lb.	1.25	Camphor, lb.	.90	Iodine, lb.	1.10	Sulphate, Cryst., lb.	1.00
Glycerophosphate, oz.	.45	Capsicum, lb.	1.15	Compd, lb.	.95	Pulv., lb.	1.00
Hypophosphite, oz.	.30	Cassia, oz.	.65	Indetorm, lb.	2.00	C.P., Cryst., oz.	.20
Magnesium Metal, powd, oz.	.40	Caster, English, 1st, lb.	.50	Plumbi, Acetata, lb.	.85	C.P. powd., lb.	2.00
Nitrate, oz.	.15	Cats, lb.	.45	Plumbi, Iodi, lb.	1.40	Sulphite, oz.	.25
Phosphate, oz.	.15	Pharmaceutical, lb.	.52	Resin, lb.	.75	Sulphocarb., oz.	.30
Ribbon, oz.	1.50	Castor, pure, lb.	2.75	Sulphur, lb.	.65	Sulphocyanate, oz.	.35
Sulphate, oz.	.45	Castor, Can. lb.	1.00	Sulphur, lb.	.40	Sulphur, lb.	1.15
Sulphate, C.P., dried, lb.	.45	Wash, lb.	.90	Sulphur compound, lb.	.80	Tartrate, lb.	2.80
" Commercial, lb.	.08	Cedrat, oz.	.90	Zinc, Oxide, lb.	.60	Pronylamine, oz.	1.00
Sulphite, oz.	.15	Chaulmoogra, oz.	.60	Oleo-Resin, Capsicum, oz.	.60	Chlor., oz.	.350
Wels, oz.	1.50	Chamaele, oz.	3.50	Opium, lb.	.90	Protan, powd., oz.	.75
Mallein (5 gramme tubes),		Chinamide, Com'l, lb.	1.10	Orange Peel, lb.	1.00	Pulvis, Aloes Co., lb.	.80
each	1.00	Opt., lb.	1.10	Ground	.30	Amygdal, lb.	1.00
Maltose, oz.	1.05	Cinnamon, True, oz.	2.50	Pancreatine, Pure, Active,		Antimon Co., lb.	.60
Manganese, Borate, oz.	.85	Cloves, oz.	.50	oz.	.45	Aromatic or Cinnamon Co.,	
Manganate, oz.	.20	Coconut, lb.	.50	Papaver, or Bunkler, oz.	1.85	lb.	1.00
Chloride, oz.	.20	Cou. Javay, N.E. gal.	.25	Nereus, oz.	1.00	Pulvis, Creta, Aromat, lb.	.50
Glycerophos., oz.	.50	Mace, Essential, oz.	.25	Paraformaldehyde, oz.	.20	C. Opil, lb.	.90
Hypophos., oz.	.30	Camphr, green, oz.	1.75	Pelletierine, Sulphate, 15 gr.		for Mistura Creta, lb.	.45
Iodide, lb.	.60	White, oz.	1.10	bot., each	2.00	Ipecac Co., lb.	2.75
Metol, oz.	.30	Capilla, oz.	.20	Tannate, 15 gr. bot., oz.	1.50	Jalap Co., lb.	1.50
Oxide, commercial, lb.	.20	Cotton Seed, gal.	3.80	Scale, Pure Soluble, lb.	6.50	Kino Co., lb.	3.00
Black, pure, lb.	1.95	Croton, oz.	.25	Pure, Soluble, oz.	.55	Licierice Co., lb.	.40
Pentoxidized, oz.	.50	Cumins, oz.	1.00	Peptone, meat, dry, oz.	.35	Opil Co., lb.	1.80
Phosphate, oz.	.20	Cumin, oz.	1.25	Perhydrol, 50 gramme bot.,	.75	Rhei Co., lb.	1.40
Sulphate, oz.	.15	Erigeron, oz.	.90	Petrolatum Yellow, lb.	.27	Scammony Co., oz.	.30
Morus, oz.	.15	Eucalyptus, oz.	.40	White, lb.	.40	Seidlitz, lb.	.45
Methyl, oz.	1.35	Fennel, oz.	.45	Phenacetine, oz.	.40	Thompson's Composition,	
Mercuric, lb.	2.50	Fusel, lb.	1.00	Dosed, oz. of Phenazine	1.35	lb.	.95
Mercuric, lb.	.30	Hemlock, pure, lb.	2.00	Tablts, of Phenazine	1.75	Putty Powder, lb.	.90
Bichlor. (Corros. Sub-		No. 2 lb.	1.75	Phenazone, oz.	.85	Pyraminn, blue, oz.	3.25
limate), lb.	2.85	Goose, lb.	.75	Phenol, Bismuth, oz.	.80	Pyridine, Swiss, oz.	2.25
Poly, lb.	2.85	Juniper, Berries, oz.	1.00	Phenol, Chloride, oz.	.45	Salicylate, oz.	1.50
Biniodide, oz.	.55	Wood, lb.	3.50	Phenolphthalein, oz.	.25	Pyridine, C.P., oz.	.25
Bromide, oz.	.85	Lavender, Eng., oz.	5.50	Phloroglucin, 1/4 oz., each	.80	Pyrogallol, Bismuth, oz.	1.85
With Chalk, oz.	.85	Lavender, French, oz.	.30	Vanillin, 1/4 oz., each	.50	Quassia chips, lb.	.15
Chloride (Calomel), lb.	3.15	Garden, oz.	.25	Phosphorus, lb.	1.10	Quassia, 15 gr. bot., each	1.85
Chl. Am. (White Precip.),		Lemon, Opt, lb.	3.00	Pentoxide, oz.	.80	Quinine, Alkaloid, oz.	2.05
oz.	.30	Grass, oz.	.20	Red, oz.	.30	Arsenate, oz.	2.05
Camide, oz.	.45	Linsced, boiled, gal.	8.21	Pilocarpine, Alkaloid, 5 gr.		Bisulphate, oz.	1.45
Citric Acid, oz.	.35	Raw, gal.	3.10	bot., each	.75	Cacodylate, oz.	4.20
Oxide Flay, oz.	.35	Mace, Essential, oz.	.40	Hydrobromate, 5 gr. bot.,	.90	Dihydrochlorate, oz.	2.25
Oxychloride, oz.	.60	Mace, Expressed, oz.	.25	Muriate, 5 gr. bot., each.	.55	Ferro Cyanide, oz.	2.05
Oxybenzoate, oz.	.65	Malefern, oz.	1.05	Nitrate, 5 gr. bot., each.	.55	Glycerophosphate, oz.	2.05
Salicylate, oz.	.45	Mustard, artificial, oz.	1.15	Salicylate, 5 gr. bot., each	.60	Hydrobromate, oz.	2.00
Sulph. Flay (Turpeth)		Essential, oz.	2.35	Sulphate, 5 gr. bot., each	.60	Hydrochloride, oz.	1.50
Min'l, oz.	.40	Myrrine, lb.	.45	Pine Clay, in squares, lb.	.15	Hypophosphite, oz.	2.05
With Sulph. (Ethiops		Neatsfoot, gal.	2.75	Piperine, 1 oz., each	1.80	Phosphate, oz.	2.25
Min'l), oz.	.25	Neroli, oz.	3.00	Pitch, black, lb.	.07	Sulphate, oz.	1.60
Sulphate, lb., oz.	.35	Sutneg, oz.	.30	Burgundy, lb.	.45	Salicylate, oz.	1.20
Sulphocyanide, oz.	.30	Olive, pure	8.75	Platinic Chloride, 5 p.e.		Tannate, oz.	1.20
Tannate, oz.	.35	Orange, oz.	.60	sol., oz.	3.80	Valerianite, oz.	3.50
Meotian, 10 gramme		Bitter, oz.	.60	Platinum, Bichloride, 1/4		Resemina, oz.	.80
Methylene, Iodide, oz.	1.25	Origanum, White, oz.	.20	oz. bot., each	8.00	Resublimed, oz.	3.25
Microcosmic Salts, oz.	.15	Red, lb.	3.00	Foil, per gr.	.50	Rice Flour, lb.	.15
Milk Sugar, lb.	.65	No. 2 lb.	.60	Wire, per gr.	.50	Rodinal, 3 oz. bottle for	.90
Mistura Ferri Co. lb.	.60	Palm, lb.	.50	Plumbago, lb.	.12	Root Acornite, lb.	1.45
Glycerhyrhyr Co. (U.S.P.)		Patchouli, oz.	1.00	Podophyllin, oz.	.70	Pulv., lb.	1.40
lb.	.60	Pepper, black, lb.	.25	Poppo heads, per doz.	.65	Alkanet, lb.	3.75
Morphia, Alkaloid, oz.	10.50	Oleo Resin, oz.	2.50	Potassium, pure, 1/4 oz. ea.	1.20	Angelica, lb.	.90
Acetate, oz.	6.25	Peppermint, Jap. oz.	.40	1.65 lb.	1.25	Amma, lb.	2.00
Bromide, oz.	20.00	English, oz.	2.00	Arsenate, oz.	.20	Belladonna, oz.	.15
Muriat, oz.	6.25	Todds, oz.	1.50	Arsenite, oz.	.20	C.P. powd., oz.	.15
Sulphate, oz.	5.75	Pimenta, oz.	3.50	Benzoate, oz.	.70	Blood, lb.	.15
Tartrate, oz.	10.00	Pimento, oz.	.40	Benzal, lb.	.90	Pulv., lb.	1.70
Valerianate, oz.	20.00	Pinnus, pumilion, oz.	.65	" " " " " "	.90	Burdock, lb.	.45
Monochlorophenol, oz.	.60	Pinus, Sylvestria, oz.	.85	C.P., Cryst., lb.	1.25	cut, lb.	.47
Moss Iceland, lb.	.80	Popy, oz.	.10	Bichromate, lb.	.85	Calamus, lb.	.75
Uria, lb.	.60	Racemum, pure, lb.	.40	C.P., lb. Crystall	1.60	Colochic, lb.	3.50
Bleached, lb.	.60	Rhodif, oz.	.40	Potassium Bisulphate, lb.	1.60	Carucina, pulv., lb.	.35
Musk, Canton, oz.	2.00	Rose, No. 2, 1/2, each	3.50	Bisulphite, lb.	1.45	Dandelion, lb.	.50
Musk, pure grain, grain	.10	Rose Virgin, 1/2, each	4.00	Bisulphite, lb.	.90	Deek, yellow, lb.	.30
Myrral, oz.	1.25	Rosemary, Opt., oz.	.25	Blonde, lb.	1.75	Flaxseed, lb.	.32
Naphthal, B.P., Cryst., oz.	1.15	Com'l, lb.	1.75	Caustic, Purif. by alcohol,		Galangal, lb.	.50
E.P., pulv., oz.	.10	Santal opt, oz.	1.25	lb.	2.00	Columbo, lb.	.55
Watts, lb.	.20	Sassafras, lb.	.80	Chloride, lb.	1.50	Root Gentian, lb.	.30
Flake, lb.	.18	Artificial	.75	Potassium Chlor. Pulv. lb.	50.50	Gentian, oz.	.80
Naphthol, Alpha, Recryst.		Sassafras	.75	Pul. C.P.	.55	Golden Seal whole, lb.	9.00
Beta, Recryst. Medicinal,		Oil Skunk, lb.	50.50	C.P. lb. Crystall	.55	Powd., lb.	10.00
oz.	.25	Spermint, oz.	.75	Chloroplatinate, 15 gr.		Hellebore, White, Pulv.	.55
Beta, Benzoyl, oz.	.80	Spermi, gal.	4.75	bot., each	2.60	Ipecac, oz.	.35
Beta, Methyl, oz.	.20	St. Johnswort, lb.	.75	Chrate, Yellow, C.P.,	.20	Latex, lb.	1.35
Beta, Methyl, oz.	.15	Spruce, lb.	.20	oz.	.20	oz. pulv. lb.	1.40
Chloride, oz.	.15	Tea, oz.	.85	oz.	3.50	Leptandrin, lb.	.80



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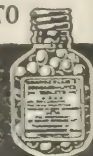
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CHAMBERLAIN'S  
TABLETS 25¢



... extra small, doz. \$1.00	Sabadilla, lb. ....	\$0.35	Natural	\$1.00	Thorium Nitrate, oz. ....	\$2.10
Man. Hops, lb. ....	Sagebrush, lb. ....	.45	Silicate, lb. ....	.13	Thymol, oz. ....	1.30
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Succinate, oz. ....	.75	Thyroidine, oz. ....	1.50
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphate, C.P., Cryst., lb. ....	.20	Tin, Metal Sticks, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Soda Sulphate, C.P., dried, lb. ....	.80	Granulites, lb. ....	2.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphate, Cryst., or Gran., lb. ....	.12	Powder, fine, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	" C.P., lb. ....	.12	Raspied, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	" Dried, C.P., lb. ....	.35	Tanite, lb. ....	.45
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphocarb., oz. ....	.15	Tow, lb. ....	.50
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tartrate, lb. ....	.15	Tribromophenol, oz. ....	1.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sodium, Metal, oz. ....	.65	Bismuth, oz. ....	1.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Solution		Trifenol, lb. ....	1.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Dobell's "b. ....	.40	Trikresol, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Fehlings, No. 2, oz. ....	.10	Formol, oz. substitute, 1.50	
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Hydrazine, Bichlor., lb. ....	.65	Triphenin, oz. ....	.75
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Nitroglycerine, 1 p.c. oz. ....	.10	Turpentine, 25 grams for	.55
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Wiemicks (Calc. Sulph.), lb. ....	.65	Turpentine, chin., oz. ....	1.50
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Somatose, oz. ....	.60	Venice, oz. ....	.65
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Spartum, Sulph., 1/2 oz. ea. ....	1.35	Unguentum, Crede, oz. ....	2.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sparacetil, lb. ....	.65	Uranium, Acetate, oz. ....	2.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Spirits Ammon., Aromat., lb. ....	.90	Chloride, oz. ....	.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Camphor, lb. ....	2.00	Nitrate, oz. ....	.45
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Chloroform, lb. ....	1.10	Urea Crystals, Pure, oz. ....	.85
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Stannous Chloride, C.P., oz. ....	.25	Nitrate, oz. ....	.65
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Stannic Chloride, oz. ....	.60	Urethane, oz. ....	.10
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Starch, powd., lb. ....	.15	Vanillin, oz. ....	2.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Stearine, lb. ....	1.50	Veratrine, pure, 1/4 oz. ....	.55
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Stearate, Benzoid., lb. ....	1.50	Vergidrine, balls, lb. ....	1.50
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Carbonate, oz. ....	.10	Veronal, substitute, 1.00	
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Chlorate, oz. ....	.20	Vinegar, Cantharides, lb. ....	.90
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Chlorine, oz. ....	.20	Wax, Bayberry, lb. ....	1.10
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Lactate, oz. ....	.25	Brazil or Carnauba, lb. ....	1.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Nitrate, lb. ....	.65	Ceracine, lb. ....	1.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Oxalate, oz. ....	.10	Japane, lb. ....	.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Salicylate, oz. ....	.15	Paraffine, lb. ....	.20
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphide, oz. ....	.15	White, No. 1, lb. ....	1.45
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Styrene, oz. ....	3.40	White, No. 2, lb. ....	.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Arsenate, oz. ....	2.85	Yellow (Beeswax) lb. ....	.70
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Arsenite, oz. ....	3.10	Xylol, oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Glycerophosphate, oz. ....	3.25	Yohimbine, Cryst., 1 gram	1.05
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Hydrochlorate, oz. ....	3.25	tube, each	1.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Hypophos., oz. ....	2.50	Tubs, (tubes of 10),	
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Nitrate, oz. ....	3.30	each	1.00
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphate, oz. ....	.80	Zinc, Acetate, pure, oz. ....	.80
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Styrene, 15 gr. bot., each	.75	Benzoate, oz. ....	.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tablets box each	.75	Bromide, oz. ....	.85
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Succus, Conium, lb. ....	1.10	Carbonate, lb. ....	.85
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tarat, lb. ....	1.60	Precip., oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphonal, oz. ....	1.50	Chloride, fused, oz. ....	.20
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphaminol, oz. ....	2.00	Granul., oz. ....	.20
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sulphur, Chloride, oz. ....	.15	Cyanide, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Iodide, oz. ....	.50	Peroxyanide, oz. ....	.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Precipitated, lb. ....	.35	Sulphate, lb. ....	.75
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Opt., lb. ....	.50	" free from Arsenic,	
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Powdered, lb. ....	.05	oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Sublimed, lb. ....	.10	Hypophosphite, oz. ....	.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Extra, lb. ....	.12	Iodide, oz. ....	.35
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Rot, lb. ....	.10	Metal, pure, oz. ....	.10
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Vitum, lb. ....	.20	Nitrate, pure, oz. ....	.20
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tamarinds, lb. ....	.16	Oleate, oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tannalbin, oz. ....	.75	" pure, lb. ....	.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tannigen, oz. ....	1.00	Haiducks, lb. ....	1.10
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Tar, Barbadoes, lb. ....	.40	dry process, lb. ....	.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Stockholm, lb. ....	.60	Permanganate, oz. ....	.70
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Terebene, oz. ....	.15	Phosphate, oz. ....	.25
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Terpin, Hydrate, oz. ....	.15	Phosphid, oz. ....	.75
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Terpinol Liquid, oz. ....	.75	Salicylate, oz. ....	.30
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Theobromine, oz. ....	1.50	Stearate, oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	" and Soda Salicylate, oz. ....	.75	Comp., oz. ....	.60
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Thiorin, oz. ....	3.40	Sulphate, pure, oz. ....	.20
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Theocine, Soda Acetate, oz. ....	2.10	" C.P., Cryst., lb. ....	.30
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Thioed, substitute, oz. ....	2.50	" C.P., Gran., lb. ....	.30
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Thioform 25 gram, ....	.75	" C.P., dried, lb. ....	.40
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Thiol, oz. ....	.40	Sulphate, pure, oz. ....	.15
Man. Hops, lb. ....	Sagebrush, lb. ....	.40	Thioshamite, oz. ....	3.15	Sulphate, pure, oz. ....	.15

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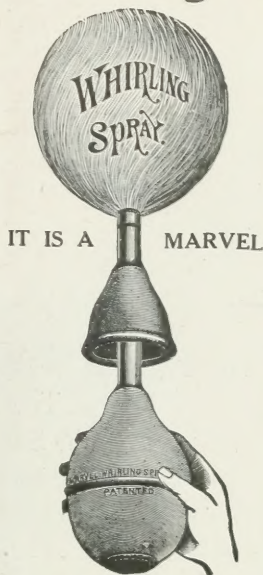
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